

Elections BC

**Election Awareness and
Satisfaction Performance Measures
Final Report**

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BC STATS



Service BC
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TABLE OF CONTENTS

INTRODUCTION..... 1

METHODS 3

 SURVEY DESIGN 3

 SAMPLE & SURVEY ADMINISTRATION..... 3

 ANALYSES 5

RESULTS 7

 AWARENESS..... 7

 ACCESSIBILITY..... 12

 SATISFACTION..... 15

 SUGGESTIONS FOR IMPROVEMENTS 16

CONCLUSION 19

APPENDIX A: AWARENESS SURVEY FREQUENCY TABLES..... 21

APPENDIX B: SATISFACTION SURVEY FREQUENCY TABLES 33

APPENDIX C: VERBATIM COMMENTS..... 47

APPENDIX D: AWARENESS SURVEY (PHONE SCRIPT) 55

APPENDIX E: SATISFACTION SURVEY (PHONE SCRIPT)..... 61

INTRODUCTION

Elections BC (EBC) is committed to becoming “leaders in electoral administration” – a vision that includes achieving the following goals, as specified in the organization’s *2005/06-2007/08 Service Plan*:

- excellence in impartial electoral administration,
- public awareness and understanding of the electoral process, and
- ensuring the electoral process is accessible and inclusive.

In the past, the sporadic nature of elections made it difficult to gather information regarding public perception of and satisfaction with the administration of the electoral process. However, under a system of fixed election dates, the opportunity for planning these measurements has been greatly improved.

In order to meet reporting requirements in relation to the May 17, 2005 provincial election, EBC required the following measures:

- voter awareness (pre- and post-election)
- client satisfaction with the electoral process, including considerations of accessibility and inclusiveness (post-election).

Two telephone surveys were developed: the *Elections BC Awareness Survey* and the *Elections BC Satisfaction Survey*. These surveys were conducted by Venture Research Corporation prior to the election in early-April 2005 (awareness survey) and post-election in late-May/early June 2005 (satisfaction survey). The results presented in this report include: (i) voter awareness of, (ii) accessibility of, and (iii) voter satisfaction with the electoral process. As the surveys were a first for EBC, the results serve as benchmarks for future performance measures.

This report contains the following sections:

- **METHODS:** a summary of the methods used for sampling, data collection and data analysis.
- **RESULTS:** the aggregated results for the survey questions and the analysis of these results, including the open-ended comments.
- **CONCLUSION:** a summary of the overall results and recommendations for future survey projects and marketing.
- **APPENDICES:** frequency tables for each survey question (Appendices A and B), verbatim comments (Appendix C), and the telephone survey scripts (Appendices D and E).

METHODS

This section describes the design of the surveys, the samples used for the surveys, how the surveys were administered, and how the collected data were analyzed.

SURVEY DESIGN

BC STATS worked in collaboration with EBC to develop two phone surveys: *Elections BC Awareness Survey* and *Elections BC Satisfaction Survey* (see Appendices D and E).

The awareness (or pre-election) survey includes 24 questions, divided into the following sections:

- | | |
|---|--------------------------|
| 1. Demographics/Pre-qualify: | 5 questions ¹ |
| 2. Voting Interests and Practices: | 4 questions |
| 3. Awareness/Perception of Electoral Process: | 5 questions |
| 4. Knowledge of Electoral Process: | 8 questions |
| 5. Voting Intentions: | 1 question |
| 6. "Vote Twice" Householder: | 1 question |

The satisfaction (or post-election) survey was slightly longer and contained 26 questions, divided into the following sections:

- | | |
|---|--------------------------|
| 1. Demographics/Pre-qualify: | 2 questions ² |
| 2. Voting Interests and Practices: | 2 questions |
| 3. Recent Voting Experience - Access/Convenience: | 4 questions |
| 4. Awareness/Perception of Electoral Process: | 5 questions |
| 5. Knowledge of Electoral Process: | 9 questions |
| 6. Election BC Advertising: | 3 question |
| 7. Comments: | 1 question |

SAMPLE & SURVEY ADMINISTRATION

On behalf of BC STATS and EBC, a Victoria-based call centre operated by Venture Market Research Corporation conducted both surveys via telephone between April 4, 2005 and April 6, 2005 (awareness survey) and between May 24, 2005 and June 5, 2005 (satisfaction survey).

Respondents were contacted using a random-digit dialling program.³ Each respondent was asked if s/he was willing to participate in the survey. If the respondent consented

¹ Q5 (And in what city or town do you currently reside?) was omitted prior to the survey going into the field. This section also includes gender, which was recorded based on the respondent's voice.

² This does not include a pre-qualification question that was asked to ensure that respondents were at least 18 years old, nor does it include gender, which was recorded based on the respondents' voice.

³ Telephone numbers that were determined to be business/commercial lines or were not-in-service were excluded from the sample.

to participating, s/he was informed that (a) individual responses are kept confidential as required under Section 9 of the *Statistics Act*, (b) aggregated data would be provided to the client, and (c) individual comments would be presented in such a way as to protect the identity of the respondent.

The first set of questions in each survey were designed to exclude out-of-scope respondents. That is, for the awareness survey, respondents were asked pre-qualification questions to ensure that they were at least 18 years of age, Canadian citizens, and had lived in B.C. for at least 6 months. As a result, the sample group was comprised of individuals who were eligible to vote in the May 17, 2005 provincial election. For the satisfaction survey, only respondents who indicated that they had voted in the May 17th election were selected to participate in the survey.

The gender of each respondent was recorded in order to ensure that the gender proportions of the sample were representative of the general population (18 years and older). As well, each respondent was asked to identify his or her area of residence. The target number of completed interviews for both surveys was 750, with 500 respondents residing in the Lower Mainland and 250 from the rest of the province (see Table 1 for the sample size and the margin of error for each survey). These sample sizes were established with the following intentions:

- a) regional representation – by approximating the 60:40 population split between the Lower Mainland and the rest of the province; and
- b) recognition of the cultural diversity of the Lower Mainland – by over-sampling the region.

Table 1: Sample and Margin of Error

SURVEY	POPULATION ⁴	TARGET SAMPLE	ACTUAL SAMPLE	GENDER		MARGIN OF ERROR ⁵
				MALE	FEMALE	
Awareness	4,146,580	750	791			
• Lower Mainland	2,445,508	500	503	384 (49%)	407 (51%)	1.2%
• Rest of Province	1,701,072	250	288			
Satisfaction	4,146,580	750	761			
• Lower Mainland	2,445,508	500	501	402 (47%)	359 (53%)	1.2%
• Rest of Province	1,701,072	250	160			

Using a computer assisted telephone interviewing (CATI) system, interviewers recorded survey answers as respondents completed the questionnaire. Surveying

⁴ Based on 2003 B.C. Development Region Population Estimates from the Population Section, BC Stats, Government of British Columbia, February 2004. Regional population estimates of the eligible voters in B.C. were not available when this study was conducted.

⁵ Based on the key question statement: “I know what I need to do to vote on Election Day” at the 95% confidence level.

continued until the quota for each region and each gender had been reached. Both qualitative and quantitative responses were recorded and stored in a secure database until the survey closed, at which time the data were transferred to BC STATS.

ANALYSES

In addition to the quantitative data generated by both surveys, the satisfaction survey also produced qualitative data from the open-ended question at the end of the survey. The following provides information regarding how the data were analyzed and how the data should be interpreted.

Quantitative Analysis

The data were weighted based on the 2003 population estimates for the survey regions. The detailed frequency tables present the overall findings and those for each area of residence and gender (see Appendices A and B). As shown in these tables, the columns containing the results for each demographic group are lettered B through E. Some cells contain a letter or letters in bold italics – these letters indicate that the percentages in the two cells are significantly different (at the 95% confidence level). For example, if a cell in column ‘C’ has a ‘***B***’ noted in it, this indicates that the percentage in cell ‘C’ is significantly different from the percentage cell in B. All tests are based on a two-tailed statistical test.

Data in the report are presented as percentages and, where appropriate, percent positive. The percent positive is a ‘top box’ score. That is, it is the proportion of respondents who fell into the two most positive response categories (e.g., ‘4’ and ‘5-Strongly Agree’). Generally, “Don’t Know / No Opinion” responses have been excluded from the computations.

Qualitative Analysis

A thematic content analysis was completed for the open-ended question found at the end of the satisfaction survey. Content analysis was conducted to illustrate themes and patterns among the comments provided. This analysis consisted of selecting a random sample of comments and classifying and clustering words, phrases and meanings to create a preliminary list of theme codes. This list became a coding template after a pre-coding check of a second random sample of the comment data. Once the coding template was finalized with theme codes and definitions, responses were classified based on the coding template structure and then codes were assigned to the comment database. The data were “blind” coded, which means that at the time the data were coded, the analyst coding the data was unaware of the respondents’ background or responses on other survey items. (Refer to Appendix C for verbatim comments.) This thematic analysis serves as a descriptive tool that can be used in conjunction with the quantitative data. However, care should be taken when generalizing the qualitative

results to the study population. This is due, in part, to the fact that the unit of qualitative analysis is the comment , not the respondent.

Further, the absence of a comment does not imply that a particular theme is irrelevant or not applicable; rather, the thematic analysis serves to represent only those who took the time to provide information. The analysis of comments serves to highlight the quantitative findings and assists in their interpretation. The analysis also serves as a framework for future reference.

As with any type of research or analysis, it is important to recognize that the role of the researcher, the researcher's experience, and their understanding of the research objective may influence the way results are discovered and interpreted.

RESULTS

This section of the report presents key highlights and overall analysis of the pre-election (awareness) and post-election (satisfaction) survey results, specifically:

- voter awareness of,
- accessibility of, and
- voter satisfaction with the electoral process.⁶

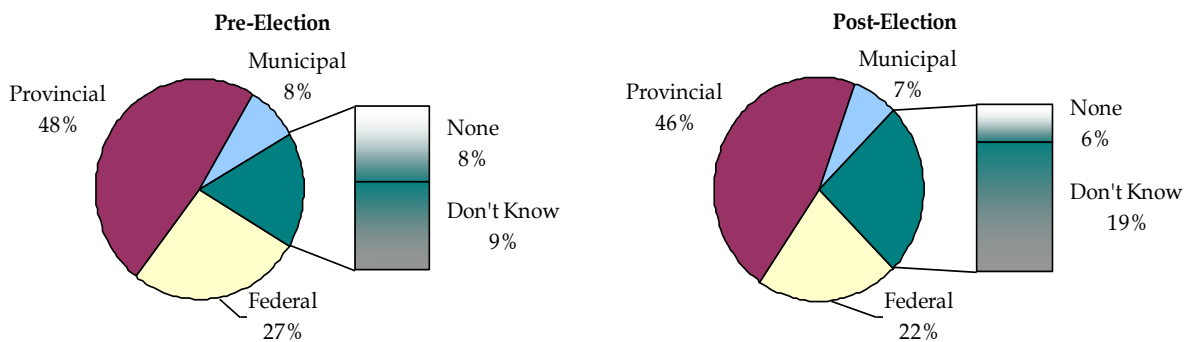
AWARENESS

In order to determine voter awareness of the provincial electoral process, respondents were asked about their voting interests and practices, knowledge of the election date and process, and exposure to EBC advertising.

Voting Interests and Practices

Overall, both prior to the election and post-election, approximately half of the respondents indicated that they were most interested in provincial elections (in comparison to federal and municipal elections). As seen in Figure 1, though, post-election survey respondents were slightly less likely than their pre-election counterparts to report being interested in provincial elections.

Figure 1: Interested in Types of Elections



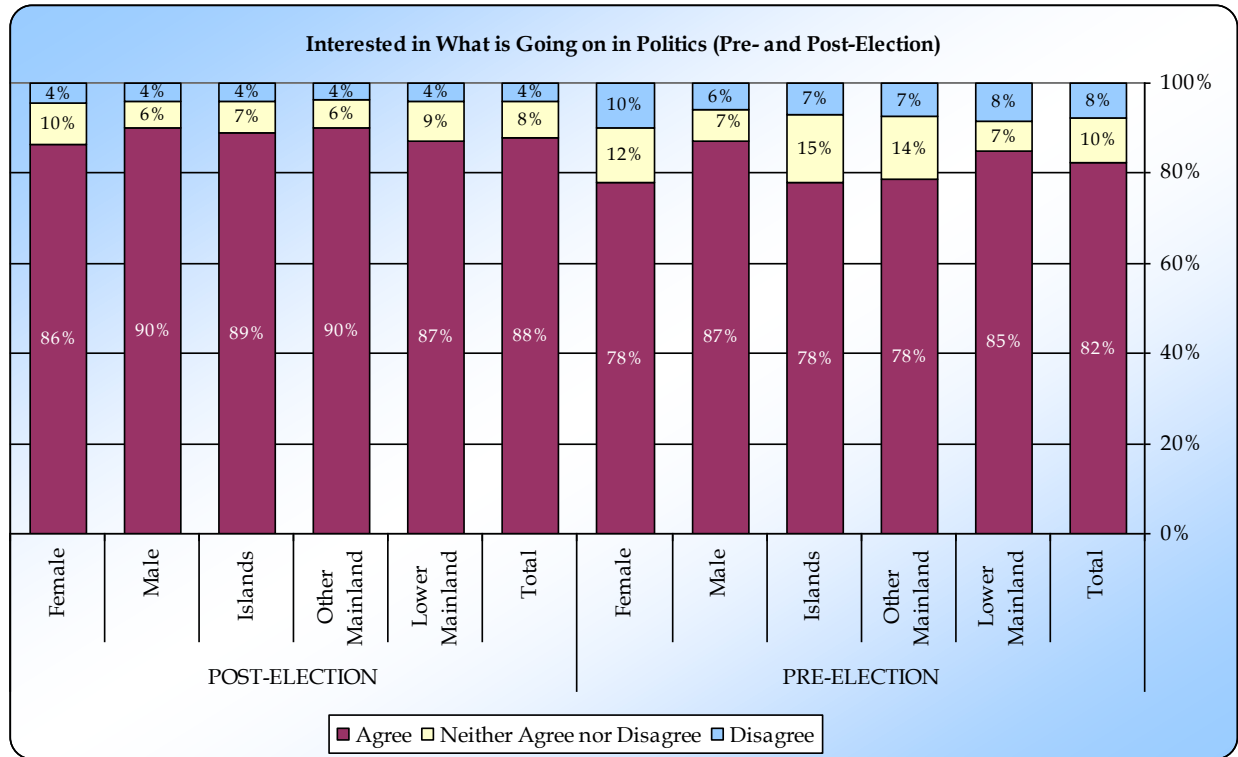
⁶ For the purposes of this research project, the “electoral process” refers to activities related to voting, such as voter registration, ballot casting, etc. – not the voting/electoral system, such as the current “first-past-the-post” (FPTP) voting system or the recently proposed single-transferable voting (STV) system.

RESULTS

Overall, a large proportion of both pre- and post-election respondents indicated an interest in “what is going on in politics” (see Figure 2). Post-election respondents, though, were slightly more likely to agree that they are interested in what is going on in politics. Among the demographic groups, the greatest differences were:

- Other Mainland – post-election: 90%; pre-election: 78%
- Islands – post-election: 89%; pre-election: 78%
- Females – post-election: 86%; pre-election: 78%

Figure 2: Interested in What is Going on in Politics – Pre- and Post-Election⁷

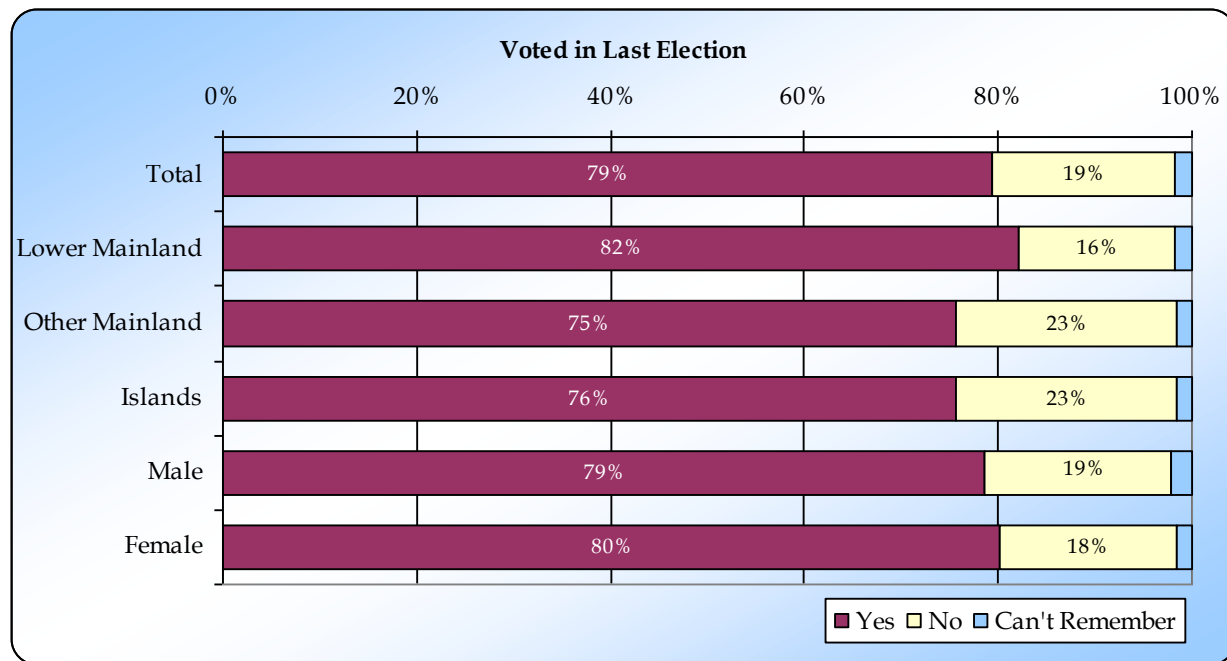


Almost all (97%) post-election respondents indicated that voting in elections is important. This finding was consistent across demographic groups.

As shown in Figure 3, almost four-fifths (79%) of pre-election respondents indicated that they had voted in the 2001 provincial election. In particular, respondents from the Lower Mainland were most likely to report that they voted in the 2001 provincial election (82%).

⁷ Percentages exclude “don’t know” responses. The percent “Agree” is based on the proportion of respondents who indicated that they either “agree” or “strongly agree”. Similarly, the percent “Disagree” represents respondents who reported that they either “disagree” or “strongly disagree”.

Figure 3: Voted in Last Election



When asked if they intend to vote in the May 17th provincial election, 93% of pre-election respondents indicated that they intended to vote. There were no substantial differences across the different demographic groups (see Table 26 in Appendix A).

Knowledge of Election and Electoral Process

Over two-thirds (68%) of pre-election survey respondents knew the exact date or at least the month of the election. The remaining 32% of respondents indicated that they did not know the date of the election or provided a date outside of the month of May. As shown in the following table, respondents who reside on the Islands (73%) and males (70%) were more likely to know the exact date or correct month of the election.

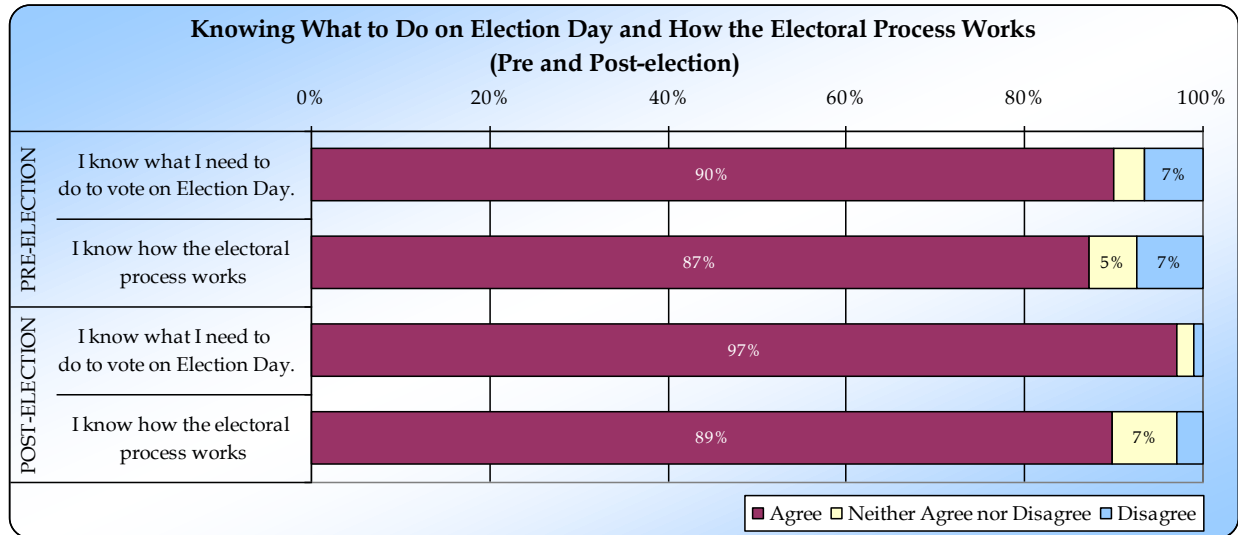
Table 2: Knowledge of the Provincial Election Date

RESPONDENT GROUP	MAY 17 TH	MAY (SOMETIME)	DON'T KNOW	OTHER RESPONSE
Lower Mainland	32%	34%	28%	6%
Other Mainland	33%	35%	30%	2%
Islands	41%	32%	23%	4%
Male	36%	34%	27%	4%
Female	32%	34%	29%	4%

RESULTS

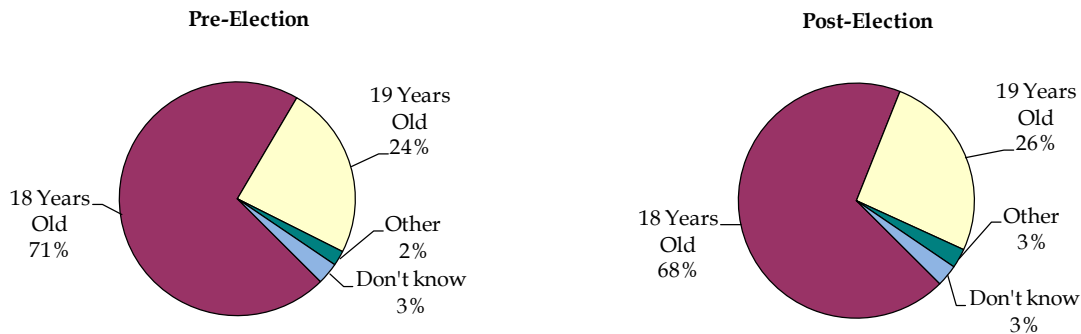
As shown in Figure 4, most pre-election and post-election respondents indicated that they know what they need to do to vote on Election Day respondents (90% and 97%, respectively) and that they know how the electoral process works (87% and 89%, respectively). Post-election respondents were more likely to agree that they knew what they needed to do to vote and how the electoral process works.

Figure 4: Knowing What to Do on Election Day and How the Electoral Process Works (Pre- and Post-Election)



When asked about the age and citizenship requirements for voting in a provincial election, both pre-election and post-election respondents were more likely to be aware that one must be a Canadian citizen (pre-election: 82% and post-election: 86%). Twenty-nine percent of pre-election respondents and 32% of post-election respondents did not know that the correct voting age (see Figure 5).

Figure 5: Knowledge of Voting Age (Pre- and Post-Election)



Elections BC Advertising

Almost three-quarters (73%) of post-election respondents indicated that in the weeks leading up to the election, they either saw, heard or read information or advertising from Elections BC about where and how to vote. As shown in Table 3, 54% of these respondents saw Elections BC advertising in the newspaper (54%). Fifty-two percent of these respondents reported that they saw the EBC householder/flyer.

Exposure to advertising on the TV Listings channel, the radio, and movie advertisements was reported less frequently (32%, 25%, and 3%, respectively). Some respondents also mentioned other advertising or information sources, including the voter registration card (received in the mail), signage, television news, phone calls, and the Internet.

Table 3: Types of EBC Advertising Seen or Heard by Respondents

TYPE OF ADVERTISING	PERCENT (N=559)
Newspaper	54%
Householder/Flyer	52%
TV Listing Channel	32%
Radio	25%
Other – Voter Registration Card	4%
Other – Signage, etc.	3%
Other – Internet	2%
Movie Ads	3%
Don't Know	2%

When asked to rate the usefulness of the information in assisting them to register and vote in the May 17th election, almost three-quarters (72%) of post-election respondents indicated that the information was useful.

ACCESSIBILITY

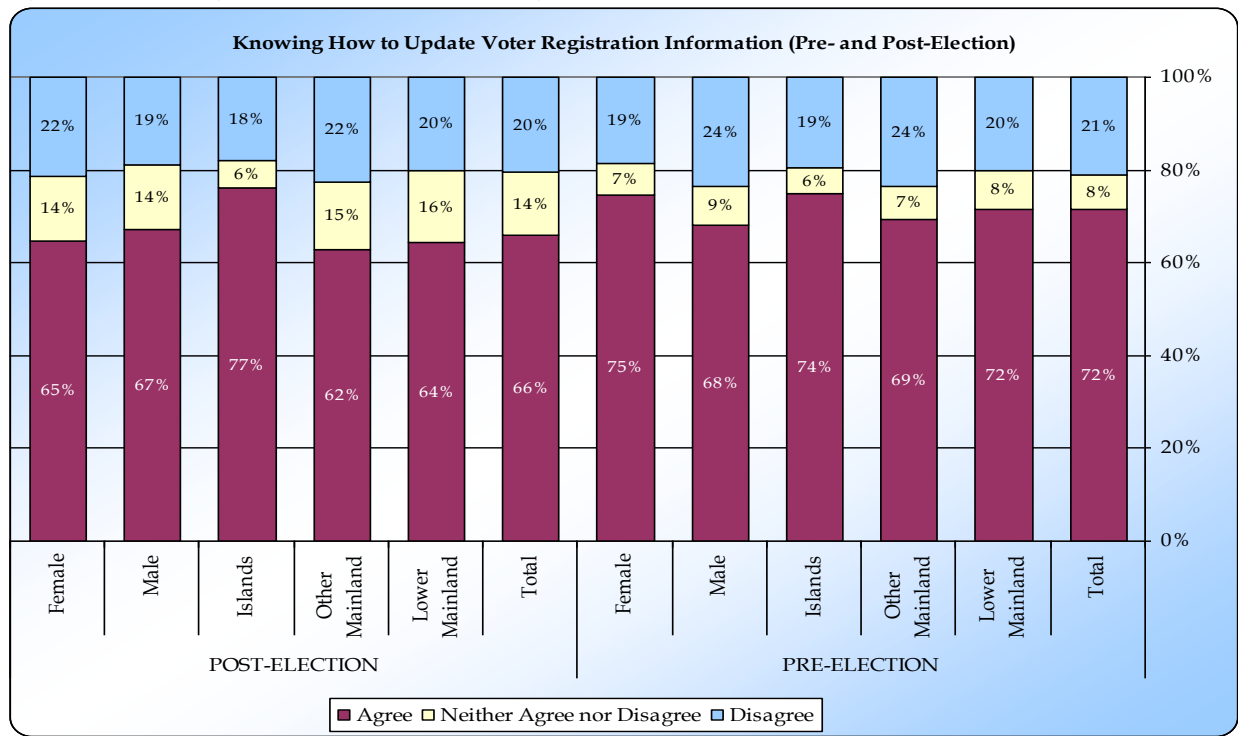
The accessibility of the election process was measured by questions regarding the registration process, the location and convenience of the voting place, and the voting process (e.g., casting a ballot, etc.).

Registration Process

More than four-fifths (85%) of pre-election respondents indicated that they were registered to vote in a provincial general election, a finding that was fairly consistent across areas of residence and gender.

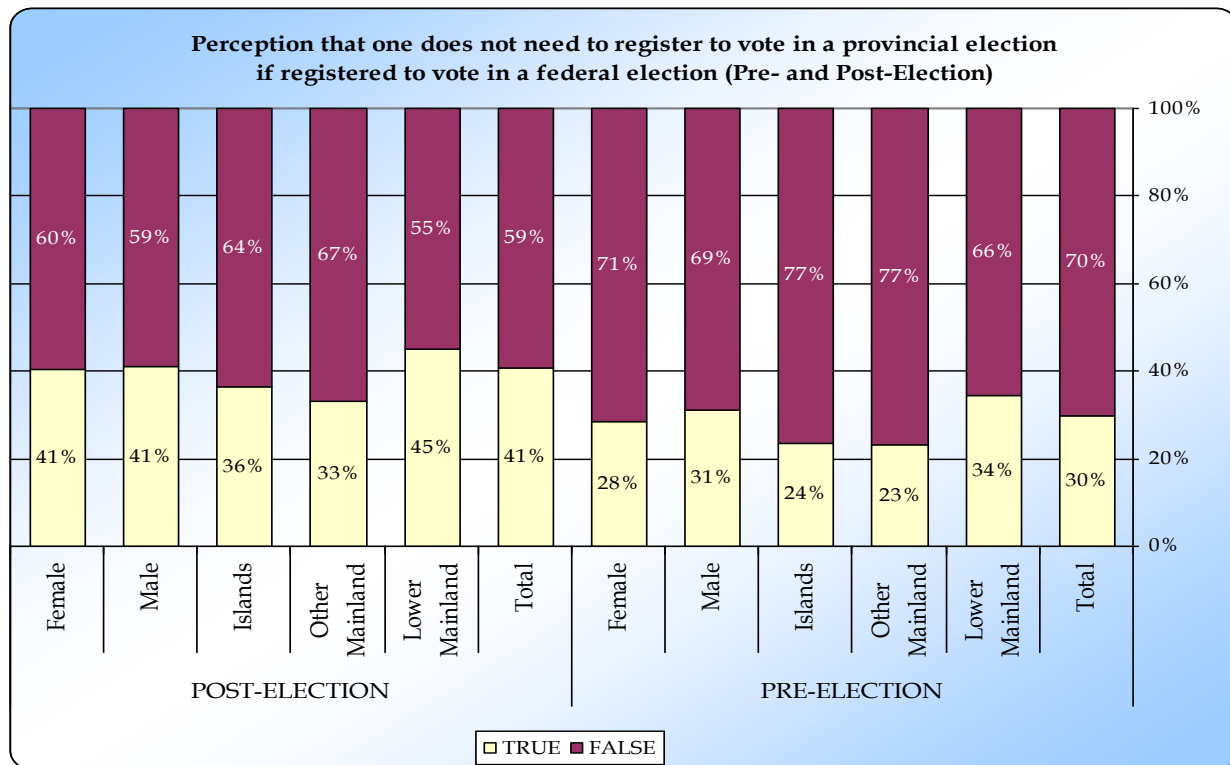
Compared to pre-election respondents, a smaller proportion of post-election respondents indicated that they know how to update their voter registration information (72% and 66%, respectively; see Figure 6). As shown in the figure below, female pre-election respondents were the most likely to agree that they know how to update their voter registration information. There were also regional differences. Both pre- and post-election respondents from the Mainland were less likely to report knowing how to update their voter registration information than were respondents from the Islands. Further, post-election Mainland respondents were even less likely than their pre-election counterparts to agree that they know how to update their information.

Figure 6: Knowing How to Update Voter Registration Information (Pre- and Post-Election)



Respondents to both the pre-election and post-election surveys were asked about their knowledge regarding voter registration for provincial elections.⁸ As depicted in Figure 7, many of the respondents – 30% in the pre-election survey and 41% in the post-election survey – knew that one does not need to register to vote in a provincial election if one is registered to vote in a federal election. Compared to the other regions, respondents from the Lower Mainland were more likely to incorrectly answer this question.⁹

Figure 7: Perception that one does not need to register to vote in a provincial election if registered to vote in a federal election (Pre- and Post-Election)



In contrast, more than 8-out of-10 respondents from both surveys (pre-election: 88% and post-election: 86%) indicated that they know that it is necessary to update their address information every time they move (even if they are registered to vote).

Similarly, over three-quarters (77%) of pre-election respondents correctly indicated that you can register to vote at the time you vote in a provincial election. Post-election respondents were even more likely to correctly answer this question – 88% knew that they could register and vote at the same time. Across all demographic groups, the proportion of respondents who knew the correct answer to this question was higher post-election.

⁸ 'Don't know' responses have been excluded from the computations for these questions.

⁹ Incorrect = 'false'.

Slightly more than half of pre-election respondents (58%) and post-election respondents (51%) reported they were *not* aware that they could register online to vote in a provincial election.

Location and Convenience

Post-election respondents were asked about the location of their voting place or the place where they chose to vote and the convenience of this location. Almost all (95%) respondents indicated that it was easy to locate their voting place or a place to vote. This finding was relatively consistent across the demographic groups.

Further, 94% of respondents indicated that the location of their voting place was convenient. Respondents from the Islands were somewhat less likely than respondents from the Mainland to report that their voting place was conveniently located.

Voting Process

Both pre-election and post-election respondents were asked about voting outside of their electoral district. In the pre-election survey, respondents were asked to state whether the following statement was true or false: “In a provincial election, you can only vote in the electoral district where you reside.” Less than one quarter (23%) of pre-election respondents indicated that this statement was false (the correct answer). Compared to the other regions, respondents from the Lower Mainland were more likely to correctly answer this question.

This question was rephrased for the post-election survey, as follows: “In a provincial election, you can vote at any voting place in the province.” Slightly more than half (52%) of post-election respondents gave an incorrect response (that is, ‘false’). Interestingly, post-election respondents from the Lower Mainland were the least likely to correctly answer this question (56% of respondents gave the incorrect answer).

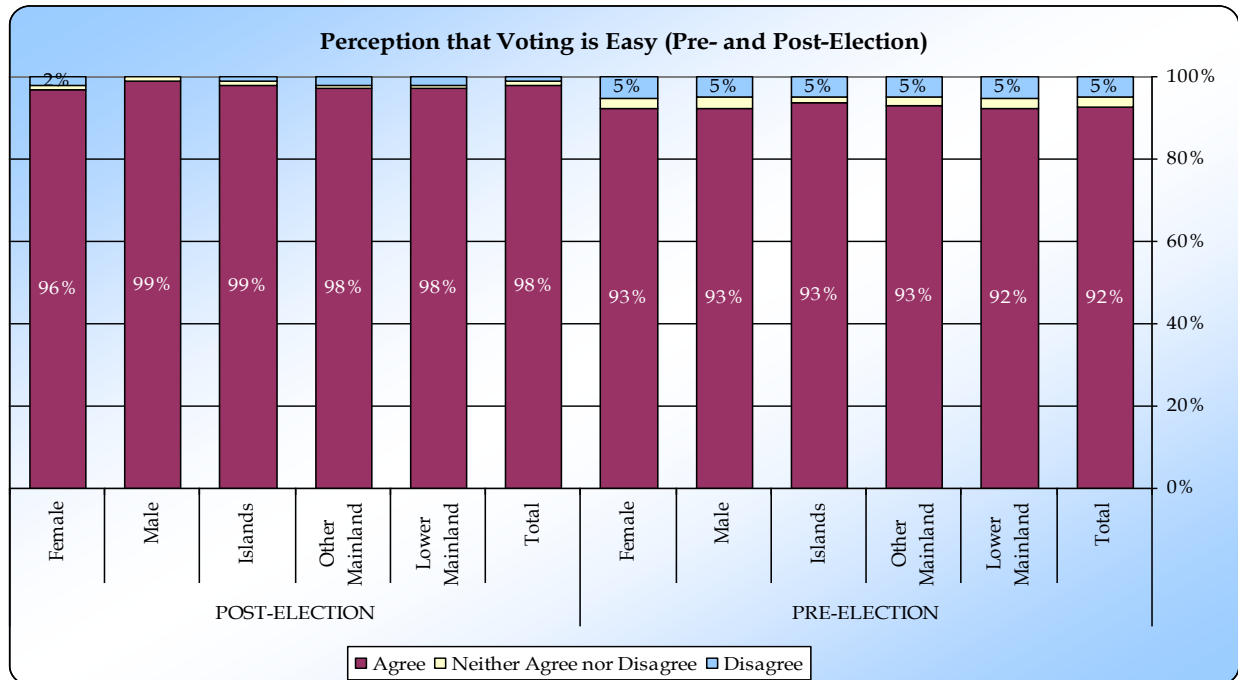
Approximately three-fifths of both pre-election and post-election respondents (61% and 58%, respectively) correctly indicated that the following statement is true: “Voters can vote by mail if a person can't get to a voting station on voting day in a provincial election.” Pre-election respondents from the Islands were *less* likely to correctly answer this question (compared to their Mainland counterparts), while post-election Island respondents were *more* likely than respondents from the Mainland to provide a correct answer to this question. There were also some interesting gender differences. Post-election female respondents were less likely than both (1) post-election male respondents and (2) pre-election female respondents to correctly answer this question.

Eighty-five percent of post-election respondents indicated that they are aware that on Election Day voters are entitled to have four consecutive hours free from work to vote,

without deduction of pay. However, it should be noted that this percentage is based only on those respondents who provided a “true” or “false” response – when asked about time off of work to vote, 13% of the 761 post-election respondents reported that they had no opinion or did not know the answer.

As shown in Figure 8, almost all pre-election and post-election respondents agreed with the statement that “voting is easy” (92% and 98%, respectively).

Figure 8: Perception that Voting is Easy (Pre- and Post-Election)

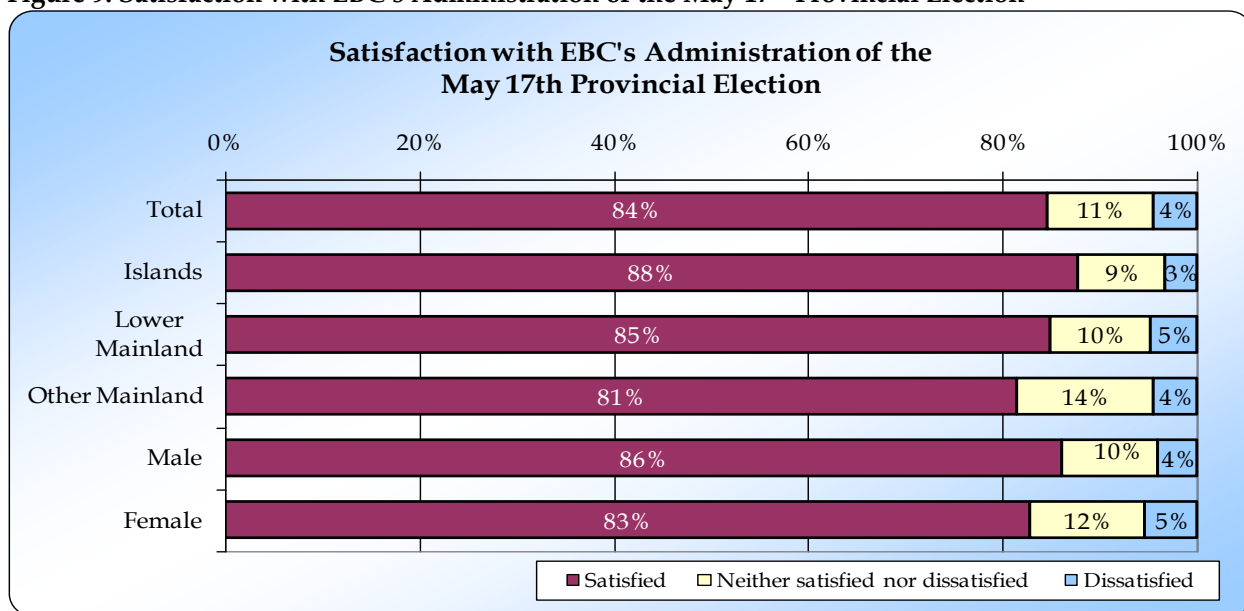


Likewise, when asked to rate their experience of going through the voting process and casting their ballot during the May 17th provincial election, 94% of post-election respondents indicated that the process and ballot-casting was easy.

SATISFACTION

During the post-election survey, respondents were asked to rate their satisfaction with the way EBC administered the May 17th provincial election. Overall, 84% of respondents indicated that they were satisfied with the administration of the election (see Figure 9).¹⁰ As shown below, respondents from the Islands were more likely to report satisfaction. Male respondents were also slightly more likely than female respondents to provide high satisfaction ratings.

¹⁰ The percent “satisfied” is based on the frequency counts of “4” and “5-Very Satisfied” responses, and exclude “don’t know” responses from the computations.

Figure 9: Satisfaction with EBC's Administration of the May 17th Provincial Election

SUGGESTIONS FOR IMPROVEMENTS

At the end of the post-election survey, respondents were asked to comment on one thing that they think could improve the electoral process.¹¹ Of the 761 respondents, 265 provided a comment. These comments were coded into 6 major themes and 14 sub-themes. (Refer to Appendix C for verbatim comments.)

As shown in Table 4, more than a third (37%) of the comments pertained to improving the administration of the election process, particularly with regard to locations, accommodations, and information. Another third (33%) of the comments focused on communications, particularly with regard to advertising, education, and the accessibility of information. The major themes associated with the remaining comments include changing the voting procedures (23% of the comments) and increasing involvement and commitment in voting (7%).

The following table presents the major themes and sub-themes of the comments, as well as an example for each major theme.

¹¹ The interviewer was informed that the emphasis for this question is on the experience of voting, not the voting/electoral system (e.g., FPTP vs. STV). However, four respondents provided a comment pertaining to the proposed STV electoral system.

Table 4: Major Themes and Sub-Themes of Respondents' Comments

THEME	SUB-THEME	EXAMPLES	COUNT	% OF THEME	% OF TOTAL ¹²
IMPROVE ADMINISTRATION OF ELECTORAL PROCESS	Improve/ change voting locations	<i>Increase the number of voting stations as we are so spread out in XXXX that it is a long way to go to the places they had picked out.</i>	35	36%	37%
	Provide more accommodations for seniors/ disabled	<i>Make it easier for people with mobility problems to vote. Have polling at places where seniors or other persons with mobility issues have easy access.</i>	20	21%	
	Provide information sooner	<i>Make sure people get their voting card in sufficient time, as that is what I depend on for my voting information.</i>	16	16%	
	Make registration easier/ more accurate	<i>Registration at the voting site could be made quicker by being at least partially electronic.</i>	14	14%	
	Increase staff	<i>More volunteers available at voting stations.</i>	4	4%	
	Provide better training for staff	<i>The people at the polls need more information on how to answer people's questions.</i>	3	3%	
	More languages at voting locations	<i>Increase the number of languages at the voting place.</i>	2	2%	
	(Other)	<i>Mail out more reminders.</i>	3	3%	
INCREASE COMMUNICATIONS ABOUT THE ELECTION	Provide more information on aspects of the election	<i>A lot more information and education about the referendum before people went to vote because people did not know enough to vote properly.</i>	37	43%	33%
	Increase advertising	<i>Make sure Election Day is broadcast on radio and television a lot more often.</i>	28	33%	
	Enhance education (youth, public, new Canadians)	<i>In between elections, the government should be educating people to vote like in school. Explain why it is important to vote.</i>	14	16%	
	Improve accessibility of information (call centre, web, mail)	<i>Have more information online and the ability to ask questions online.</i>	6	7%	
	Conduct a survey before election	<i>Have someone do a survey like this prior to Election Day.</i>	1	1%	

¹² Based on 265 comment responses.

Table 4: Major Themes and Sub-Themes of Respondents' Comments (continued)

THEME	SUB-THEME	EXAMPLES	COUNT	% OF THEME	% OF TOTAL ¹³
CHANGE VOTING PROCEDURES	Offer online voting	<i>There should be an online option to vote over the Internet on Election Day.</i>	14	23%	23%
	Change set-up of voting places/booths/ballot boxes	<i>People should be able to walk to the first available table and vote instead of waiting in line for a specific table because the names are in alphabetical order.</i>	12	20%	
	Extend voting hours	<i>Have polls open for general voting for two days and 24 hours a day.</i>	10	17%	
	Make voting mandatory	<i>I know we are a democratic country but it should be made mandatory for people to vote.</i>	6	10%	
	Change legislation/policies	<i>The voter age should be lowered to allow more voices in the election.</i>	4	7%	
	Ensure voters are asked for ID	<i>The process would be improved by asking for identity verification when a person goes to vote.</i>	4	7%	
	Return to full enumeration	<i>There should be a full-scale provincial enumeration so that everyone is registered.</i>	2	3%	
(Other)	<i>I would like to have ID produced when registering online.</i>	8	13%		
INCREASE INVOLVEMENT/ COMMITMENT TO VOTING	Encourage people to vote	<i>The process would be improved by making people more aware that their vote counts.</i>	11	65%	7%
	Increase youth involvement	<i>Continue to promote youth involvement and the importance of exercising our democratic right to vote.</i>	6	35%	
OTHER	Do not change the system	<i>I do not want to see the system go electronic.</i>	1	100%	0%

¹³ Based on 265 comment responses.

CONCLUSION

The following points summarize the results of the *Elections BC Awareness Survey* and the *Elections BC Satisfaction Survey*, in relation to voter awareness of, accessibility of, and voter satisfaction with the electoral process.

Awareness

- When asked whether they are most interested in federal, provincial, or municipal elections, almost half of the respondents reported being interested in provincial elections. Further, 9-out of-10 respondents reported that they know what to do on Election Day and 87% indicated that they know how the electoral process works.
- EBC advertising and other information sources likely played a role in increasing respondents' awareness of registration and voting processes.
- However, a third of the comments recommend the need for more information about the election and these processes. Further, a lack of awareness was evident regarding the election date and the voting age.

Accessibility

- A lack of awareness was also found with regard to voter registration methods, including how and when to update one's information.
- Even with the recent experience of voting, the post-election respondents scored lower than their pre-election counterparts when asked questions about updating voter registration information and registering for federal versus provincial elections.
- Nevertheless, having had the experience of voting in the May 17th election, post-election respondents were more likely to know that they could register at the time of voting and perceive that voting is easy.
- While approximately one-fifth of the comments recommended changes regarding the location of voting places, the quantitative data generally indicated that voting places were convenient and easy to find.
- Similar to registration methods, however, a lack of awareness seems to exist with regard to certain voting methods, such as voting outside of one's electoral district and voting by mail.

Satisfaction

- Although many of the comments suggest that there is room for improvement regarding EBC's administration of the election, EBC received high satisfaction ratings from post-election respondents.

CONCLUSION

If a similar study was conducted in relation to the May 12, 2009 provincial election, more detailed questions regarding the usefulness and quality of EBC advertising would likely allow for a better understanding of its influence on voters' awareness and knowledge of the electoral process. In addition, a post-election survey of non-voters could provide information about what they may need (e.g., more information about the electoral process, location of voting places, etc.) in order to vote in a provincial election.

Both of these types of studies could assist EBC in designing appropriate advertisements and targeting their advertising to groups most in need of information. Indeed, as identified through this current study, certain demographic groups were prominent in their lack of awareness or knowledge of electoral processes. In relation to educating young people on the electoral process (which was a common suggestion), age demographics could also provide some insight into how to design and target EBC marketing.

In closing, the results of the two surveys have created benchmarks that are high for some measures (e.g., satisfaction) and low for others (e.g., understanding registration methods). These benchmarks can serve as points of reference when measuring the impact of future marketing strategies and changes to election administration.

APPENDIX A: AWARENESS SURVEY FREQUENCY TABLES

The data presented in the following tables were weighted based on the 2003 population estimates for the surveyed regions.¹⁴ Where appropriate, the **bolded** data values presented in the tables exclude the “don’t know” and/or “refused” responses.

Demographics

Table 5: Are you at least 18 years of age?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Yes	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%

Table 6: Gender by Voice

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Male	384 49%	247 52% C	77 41% B	60 47%	384 0% F	0 100% E
Female	407 51%	227 48% C	113 59% B	67 53%	0 100% F	407 0% E

Table 7: Are you a Canadian citizen?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Yes	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%

¹⁴ The columns representing the demographic groups are lettered B through E. When a cell percentage has a bold italicized letter below the value, this means that the percentage is significantly different at the 95% level of confidence from the percentage in the column referenced. All tests are based on a two-tailed statistical test. Totals may not add up to 100% due to rounding to the nearest whole percentage.

Table 8: Have you lived in BC for at least 6 months?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Yes	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%

Table 9: Based on the following list, in what region do you currently reside? Is it ...

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Lower Mainland (Sunshine Coast to the Fraser Valley)	474 60%	474 100%	0 0%	0 0%	247 64%	227 56%
		CD	B	B	F	E
Quesnel North	50 6%	0 0%	50 27%	0 0%	17 4%	34 8%
		C	BD	C	F	E
Hope to Williams Lake	13 2%	0 0%	13 7%	0 0%	4 1%	8 2%
		C	BD	C		
Vancouver Island or the Gulf Islands	127 16%	0 0%	0 0%	127 100%	60 16%	67 16%
		D	D	BC		
Interior - Merit, Kamloops area, the Okanagan, the Kootenays, Salmon Arm, Revelstoke and surrounding areas	127 16%	0 0%	127 67%	0 0%	56 15%	71 17%
		C	BD	C		

Voting Interests and Practices

Table 10: Between federal, provincial or municipal elections, which level are you most interested in?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Federal	212 27%	136 29% D	53 28%	23 18% B	125 33% F	87 21% E
Provincial	379 48%	221 47%	87 46%	70 55%	174 45%	205 50%
Municipal	61 8%	29 6% C	21 11% B	11 9%	17 4% F	44 11% E
None	65 8%	32 7% D	17 9%	16 12% B	35 9%	30 7%
Don't know	74 9%	56 12% CD	11 6% B	7 5% B	33 9%	40 10%

Table 11: Do you know when the next provincial election is in B.C.?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
May - sometime	268 34%	160 34%	67 35%	41 32%	129 34%	139 34%
May 17	267 34%	152 32%	63 33%	52 41%	137 36%	131 32%
Don't know	221 28%	135 28%	57 30%	29 23%	102 27%	119 29%
Other response	35 4%	27 6% C	3 2% B	4 4%	17 4%	18 4%

Table 12: Are you registered to vote in a provincial general election in B.C.?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
Yes	670	402	161	106	321	349
	85%	85%	85%	83%	83%	86%
No	68	39	19	10	40	28
	9%	8%	10%	8%	10%	7%
Don't know / Not sure	53	33	9	11	23	30
	7%	7%	5%	9%	6%	7%

Table 13: Did you vote in the last provincial election in 2001?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
Yes	627	388	143	96	301	326
	79%	82%	75%	75%	78%	80%
	79%	82%	75%	76%	79%	80%
No	149	76	43	29	74	75
	19%	16%	23%	23%	19%	18%
	19%	16% C	23% B	23%	19%	18%
Refused	1	1	0	0	1	0
	0%	0%	0%	0%	0%	0%
Can't remember	14	8	3	2	8	6
	2%	2%	2%	2%	2%	2%
	2%	2%	2%	2%	2%	1%

Awareness/Perception of Electoral Process

Table 14: I know what I need to do to vote on Election Day.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
Strongly Agree	419	267	91	61	198	221
	53%	56%	48%	48%	51%	54%
	53%	57%	48%	49%	52%	55%
Agree	287	159	76	52	147	140
	36%	34%	40%	41%	38%	34%
	37%	34%	40%	42%	38%	35%
Neither Agree Nor Disagree	26	15	9	2	14	12
	3%	3%	5%	2%	4%	3%
	3%	3%	5%	2%	4%	3%
Disagree	41	25	10	7	20	21
	5%	5%	5%	5%	5%	5%
	5%	5%	6%	5%	5%	5%
Strongly Disagree	11	5	4	2	4	7
	1%	1%	2%	2%	1%	2%
	1%	1%	2%	2%	1%	2%
Don't know/ Refused	6	4	0	2	1	5
	1%	1%	0%	2%	0%	1%

Table 15: I know how the electoral process works.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
Strongly Agree	327	216	67	45	177	150
	41%	46%	35%	35%	46%	37%
	42%	46% <i>CD</i>	35% <i>B</i>	37% <i>B</i>	47% <i>E</i>	37% <i>F</i>
Agree	354	200	95	59	155	199
	45%	42%	50%	46%	40%	49%
	45%	43%	50%	48%	41% <i>E</i>	50% <i>F</i>
Neither Agree Nor Disagree	42	21	14	7	24	18
	5%	4%	8%	5%	6%	4%
	5%	4%	7%	6%	6%	4%
Disagree	47	28	9	10	19	28
	6%	6%	5%	8%	5%	7%
	6%	6%	5%	8%	5%	7%
Strongly Disagree	11	6	3	2	5	7
	1%	1%	2%	2%	1%	2%
	1%	1%	2%	2%	1%	2%
Don't know/ Refused	10	4	1	4	4	6
	1%	1%	1%	4%	1%	1%
		D		B		

APPENDIX A

Table 16: I know how to update my voter registration information.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Strongly Agree	238 30% 31%	145 31% 32%	49 26% 26%	43 34% 35%	109 28% 29%	129 32% 33%
Agree	313 40% 41%	184 39% 40%	80 42% 43%	49 39% 40%	146 38% 39%	167 41% 42%
Neither Agree Nor Disagree	59 7% 8%	39 8% 8%	13 7% 7%	7 5% 6%	32 8% 9%	27 7% 7%
Disagree	138 17% 18%	78 17% 17%	38 20% 20%	21 17% 17%	76 20% 20%	62 15% 16%
Strongly Disagree	24 3% 3%	14 3% 3%	6 3% 2%	3 3% 3%	12 3% 3%	12 3% 3%
Don't know/ Refused	21 3%	14 3%	3 2%	3 3%	10 3%	11 3%

Table 17: Voting is easy.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Strongly Agree	400 51% 51%	256 54% 55% C	82 43% 43% B	62 49% 49%	200 52% 52%	201 49% 50%
Agree	326 41% 42%	176 37% 38% C	95 50% 50% B	55 43% 44%	153 40% 40%	173 42% 43%
Neither Agree Nor Disagree	20 2% 3%	13 3% 3%	4 2% 2%	2 2% 2%	10 2% 3%	10 2% 4%
Disagree	29 4% 4%	18 4% 4%	8 4% 4%	3 3% 2%	13 3% 3%	17 4% 4%
Strongly Disagree	10 1% 1%	6 1% 1%	1 1% 1%	3 3% 2%	6 2% 2%	4 1% 1%
Don't know/ Refused	6 1%	5 1%	0 0%	1 1%	3 1%	3 1%

Table 18: I am interested in what is going on in politics.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male F	Female E
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
Strongly Agree	314	197	63	53	178	136
	40%	42%	33%	42%	46%	33%
	40%	42%	33%	42%	47% F	33% E
Agree	335	203	86	46	155	180
	42%	43%	45%	36%	40%	44%
	43%	43%	45%	36%	41%	44%
Neither Agree Nor Disagree	77	32	26	19	27	50
	10%	7%	14%	15%	7%	12%
	10%	7% CD	14% B	15% B	7% F	12% E
Disagree	51	33	12	7	20	31
	6%	7%	6%	5%	5%	8%
	6%	7%	6%	6%	5%	8%
Strongly Disagree	11	7	2	2	2	9
	1%	1%	1%	2%	0%	2%
	1%	1%	1%	2%	1% F	2% E
Don't know / Refused	3	3	0	0	2	1
	0%	1%	0%	0%	0%	0%

Knowledge Of Electoral Process

Table 19: If you are registered to vote for a federal election, you do not need to register to vote in a PROVINCIAL election.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
True	211	145	40	26	109	101
	27%	31%	21%	20%	28%	25%
	30%	34% CD	23% B	24% B	31%	28%
False	494	278	133	84	241	253
	63%	59%	70%	66%	63%	62%
	70%	66% C	77% B	77%	69%	71%
Don't know	86	51	17	18	34	52
	11%	11%	9%	14%	9%	13%

Table 20: You can register to vote at the time you go to vote in a PROVINCIAL election.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
True	545	325	133	87	265	280
	69%	69%	70%	68%	69%	69%
	77%	77%	76%	76%	75%	78%
False	166	96	42	28	85	81
	21%	20%	22%	22%	22%	20%
	23%	23%	24%	24%	24%	22%
Don't know	79	53	14	12	33	46
	10%	11%	8%	10%	9%	11%

Table 21: As long as you're registered to vote, it is not necessary to update your address information every time you move.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
True	88	56	20	12	46	43
	11%	12%	11%	10%	12%	10%
	12%	12%	11%	10%	13%	11%
False	662	393	162	107	320	343
	84%	83%	85%	84%	83%	84%
	88%	88%	89%	90%	88%	89%
Don't know	40	25	7	8	19	21
	5%	5%	4%	6%	5%	5%

Table 22: To vote in a PROVINCIAL election you must be a Canadian citizen.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
True	648	382	161	105	300	348
	82%	81%	85%	82%	78%	86%
	87%	87%	88%	87%	83% F	91% E
False	96	59	20	17	61	35
	12%	13%	11%	13%	16%	9%
	13%	13%	11%	14%	17% F	9% E
Don't know	47	33	8	6	23	24
	6%	7%	4%	4%	6%	6%

Table 23: In a PROVINCIAL election, you can only vote in the electoral district where you reside.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
True	576 73% 77%	360 76% 81% C	123 65% 68% B	94 74% 80%	293 76% 79% F	284 70% 75% E
False	171 22% 23%	87 18% 19% C	60 31% 33% BD	25 19% 21% C	78 20% 21%	93 23% 25%
Don't know	44 6%	27 6%	8 4%	9 7%	14 4%	30 7%

Table 24: Voters can vote by mail if a person can't get to a voting station on voting day in a PROVINCIAL election.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
True	392 50% 61%	239 50% 62%	96 51% 64%	57 45% 57%	197 51% 62%	196 48% 61%
False	245 31% 38%	149 31% 38%	53 28% 36%	43 34% 43%	122 32% 38%	123 30% 39%
Don't know	153 19%	86 18%	41 22%	27 21%	66 17%	88 22%

Knowledge Of Electoral Process

Table 25: What age must you be to vote in a PROVINCIAL election?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
18	564	329	137	98	287	277
	71%	69%	72%	77%	75%	68%
	73%	69%	72%	77%	75%	68%
					<i>F</i>	<i>E</i>
19	190	118	46	27	78	112
	24%	25%	24%	21%	20%	28%
	25%	25%	24%	21%	20%	28%
					<i>F</i>	<i>E</i>
Other	16	14	1	1	10	7
	2%	3%	1%	1%	2%	2%
	2%	3%	1%	1%	2%	2%
Don't know	20	13	6	1	10	11
	3%	3%	3%	1%	2%	3%

Table 26: Are you aware that you can register online to vote in a PROVINCIAL election?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791	474	190	127	384	407
	100%	100%	100%	100%	100%	100%
Unweighted Total:	791	503	174	114	388	403
Yes	330	203	78	49	158	172
	42%	43%	41%	39%	41%	42%
No	461	271	112	78	226	235
	58%	57%	59%	61%	59%	58%

Table 27: Do you intend to vote in the next PROVINCIAL election?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Yes	735 93%	445 94%	171 90%	119 94%	353 92%	382 94%
No	24 3%	14 3%	6 3%	3 3%	13 3%	10 3%
Maybe	16 2%	8 2%	5 3%	2 2%	10 2%	6 2%
Don't know/ Haven't decided yet	17 2%	7 1%	8 4%	2 2%	8 2%	9 2%

“Vote Twice” Householder

Table 28: Did you receive Election BC's "This Election, Vote Twice" householder (flyer) with a voter registration form between February 18th and March 4th?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	791 100%	474 100%	190 100%	127 100%	384 100%	407 100%
Unweighted Total:	791	503	174	114	388	403
Yes	368 47%	206 44%	106 56%	56 44%	172 45%	196 48%
No	262 33%	173 37%	43 22%	46 36%	123 32%	139 34%
Maybe	54 7%	27 6%	19 10%	8 6%	30 8%	24 6%
Don't know	107 14%	67 14%	22 12%	18 14%	60 15%	47 12%

APPENDIX B: SATISFACTION SURVEY FREQUENCY TABLES

The data presented in the following tables were weighted based on the 2003 population estimates for the surveyed regions.¹⁵

Demographics

Table 29: Gender by Voice

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
Male	359 47%	218 48%	87 47%	54 44%	359 100%	- -
					F	E
Female	402 53%	238 52%	96 53%	68 56%	- -	402 100%
					F	E

Table 30: Did you vote in the May 17th provincial election?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
Yes	761 100%	501 100%	183 100%	122 100%	359 100%	402 100%

¹⁵ The columns representing the demographic groups are lettered B through E. When a cell percentage has a bold italicized letter below the value, this means that the percentage is significantly different at the 95% level of confidence from the percentage in the column referenced. All tests are based on a two-tailed statistical test. Totals may not add up to 100% due to rounding to the nearest whole percentage.

APPENDIX B

Table 31: Based on the following list, in what region do you currently reside? Is it ...

	Area of Residence			Gender		
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
Lower Mainland (Sunshine Coast to the Fraser Valley)	456 60%	456 100%	- -	- -	218 61%	238 59%
		CD	B	B		
Quesnel North	55 7%	- -	55 30%	- -	24 7%	30 8%
		C	BD	C		
Hope to Williams Lake	6 1%	- -	6 3%	- -	4 1%	2 1%
		C	BD	C		
Vancouver Island or the Gulf Islands	122 16%	- -	- -	122 100%	54 15%	68 17%
		D	D	BC		
Interior - Merit, Kamloops area, the Okanagan, the Kootenays, Salmon Arm, Revelstoke and surrounding areas	122 16%	- -	122 67%	- -	58 16%	64 16%
		C	BD	C		

Voting Interests and Practices

Table 32: Between federal, provincial or municipal elections, which level are you most interested in?

	Area of Residence			Gender		
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
Federal	168 22%	118 26%	27 15%	23 19%	84 23%	84 21%
		C	B			
Provincial	354 46%	195 43%	100 54%	60 49%	158 44%	195 49%
		C	B			
Municipal	52 7%	35 8%	11 6%	7 6%	26 7%	26 7%
None	45 6%	25 6%	11 6%	9 7%	26 7%	19 5%
Don't know	142 19%	83 18%	35 19%	24 20%	65 18%	77 19%

Table 33: In your view, how important is it that people vote in elections?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
5 - Very important	661 87% 87%	400 88% 88%	149 82% 83% D	111 91% 91% C	298 83% 83% F	363 90% 91% E
4	76 10% 10%	46 10% 10%	22 12% 12%	8 7% 7%	45 13% 13% F	31 8% 8% E
3	18 2% 2%	10 2% 2%	6 3% 3%	2 2% 2%	12 3% 3%	6 1% 1%
2	0%	0%	0%	0%	0%	0%
1 - Not at all important	3 0% 0%	- - CD	2 1% 1% B	1 1% 1% B	1 0% 0%	2 0% 0%
Don't know/ No opinion	3 0%	- - C	3 2% B	- -	2 1%	1 0%

Recent Voting Experience – Access/Convenience

Table 34: How easy or difficult was it to locate your voting place or a place to vote?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
5 - Very easy	651 86% 86%	389 85% 86%	155 85% 85%	107 88% 88%	306 85% 85%	345 86% 86%
4	67 9% 9%	43 9% 9%	15 8% 8%	9 7% 7%	35 10% 10%	32 8% 8%
3	25 3% 3%	13 3% 3%	9 5% 5%	4 3% 3%	13 4% 4%	12 3% 3%
2	11 1% 1%	6 1% 1%	3 2% 2%	1 1% 1%	3 1% 1%	8 2% 2%
1 - Very difficult	4 0% 1%	3 1% 1%	- - -	1 1% 1%	1 0% 0%	3 1% 1%
Don't know/ No opinion	3 0%	3 1%	- -	- -	1 0%	2 0%

APPENDIX B

Table 35: How convenient was the voting place location?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761	456	183	122	359	402
	100%	100%	100%	100%	100%	100%
Unweighted Total:	761	501	137	123	359	402
5 - Very convenient	645	387	156	102	299	346
	85%	85%	85%	84%	83%	86%
	85%	86%	85%	84%	84%	87%
4	65	37	19	9	36	30
	9%	8%	10%	7%	10%	7%
	9%	8%	10%	7%	10%	8%
3	26	18	2	6	13	13
	3%	4%	1%	5%	4%	3%
	3%	4%	1%	5%	4%	3%
2	11	4	4	3	7	4
	1%	1%	2%	2%	2%	1%
	1%	1%	2%	2%	2%	1%
1 - Very inconvenient	9	6	1	2	3	7
	1%	1%	1%	2%	1%	2%
	1%	1%	1%	2%	1%	2%
Don't know/ No opinion	4	4	-	-	1	3
	0%	1%	-	-	0%	1%

Table 36: How easy or difficult was it to go through the voting process and cast your ballot?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761	456	183	122	359	402
	100%	100%	100%	100%	100%	100%
Unweighted Total:	761	501	137	123	359	402
5 - Very easy	612	361	148	103	286	326
	80%	79%	81%	85%	80%	81%
	81%	80%	81%	85%	80%	82%
4	100	59	27	14	52	48
	13%	13%	15%	11%	15%	12%
	13%	13%	15%	11%	15%	12%
3	30	24	3	3	12	18
	4%	5%	2%	2%	3%	4%
	1%	1%	1%	2%	3%	5%
2	11	6	2	2	6	5
	1%	1%	1%	2%	2%	1%
	1%	1%	1%	2%	2%	1%
1 - Very difficult	5	3	2	-	1	4
	1%	1%	1%	-	0%	1%
	1%	1%	1%	-	0%	1%
Don't know/ No opinion	3	3	-	-	1	2
	0%	1%	-	-	0%	0%

Table 37: Overall, how satisfied were you with the way Elections BC administered the election?

	Area of Residence				Gender	
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
5 - Very satisfied	426 56% 57%	255 56% 57%	95 52% 53%	76 62% 62%	205 57% 58%	220 55% 56%
4	204 27% 27%	123 27% 28%	50 28% 28%	31 25% 25%	98 27% 28%	106 26% 27%
3	82 11% 11%	46 10% 10%	25 14% 14%	11 9% 9%	35 10% 10%	47 12% 12%
2	19 3% 3%	11 2% 2%	5 3% 3%	3 2% 2%	9 2% 3%	11 3% 3%
1 - Very dissatisfied	14 2% 2%	10 2% 2%	3 2% 2%	1 1% 1%	5 1% 1%	10 2% 3%
Don't know/ No opinion	15 2%	11 2%	4 2%	- -	7 2%	9 2%

Awareness & Perception of Voting Process

Table 38: I know what I need to do to vote on Election Day.

	Area of Residence				Gender	
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
5 - Strongly Agree	494 65% 65%	307 67% 67%	110 60% 60%	76 63% 63%	225 63% 63%	269 67% 67%
4 - Agree	247 32% 32%	137 30% 30%	69 38% 38%	42 34% 34%	125 35% 35%	123 31% 31%
3 - Neither agree nor disagree	16 2% 2%	12 3% 3%	1 1% 1%	3 2% 2%	8 2% 2%	8 2% 2%
2 - Disagree	4 1% 1%	1 0% 0%	2 1% 1%	1 1% 1%	1 0% 0%	3 1% 1%
1 - Strongly Disagree	-	-	-	-	-	-
Don't know/ No opinion	-	-	-	-	-	-

APPENDIX B

Table 39: I know how the electoral process works

	Area of Residence				Gender	
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
5 – Strongly Agree	358 47% 47%	232 51% 51% C	69 38% 38% B	57 46% 46%	190 53% 53% F	168 42% 42% E
4 – Agree	316 41% 42%	174 38% 38%	86 47% 47%	56 46% 46%	139 39% 39%	177 44% 44%
3 – Neither agree nor disagree	54 7% 7%	32 7% 7%	15 8% 8%	7 6% 6%	19 5% 5%	35 9% 9%
2 – Disagree	22 3% 3%	11 2% 2%	10 5% 5% D	1 1% 1% C	7 2% 2%	14 4% 3%
1 – Strongly Disagree	9 1% 1%	6 1% 1%	1 1% 1%	2 2% 2%	3 1% 3%	7 2% 2%
Don't know/ No opinion	2 0%	1 0%	1 1%	- -	1 0%	1 0%

Table 40: I know how to update my voter registration information.

	Area of Residence				Gender	
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
5 – Strongly Agree	236 31% 32%	131 29% 30% D	56 31% 31%	49 40% 40% B	109 30% 31%	127 32% 33%
4 – Agree	251 33% 34%	152 33% 34%	55 30% 31%	44 36% 36%	128 36% 36%	123 31% 32%
3 – Neither agree nor disagree	102 13% 14%	69 15% 15% D	26 14% 15% D	7 6% 6% BC	48 14% 14%	54 13% 14%
2 – Disagree	103 14% 14%	58 13% 13%	27 15% 15%	18 15% 15%	42 12% 12%	61 15% 16%
1 – Strongly Disagree	47 6% 6%	30 7% 7%	13 7% 7%	4 3% 3%	25 7% 7%	22 5% 6%
Don't know/ No opinion	22 3%	15 3%	5 3%	1 1%	6 2%	16 4%

Table 41: Voting is easy.

	Area of Residence				Gender	
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
5 - Strongly Agree	515 68% 68%	313 69% 69%	122 67% 67%	80 66% 66%	241 67% 67%	274 68% 68%
4 - Agree	227 30% 30%	131 29% 29%	57 31% 31%	40 33% 33%	114 32% 32%	114 28% 28%
3 - Neither agree nor disagree	7 1% 1%	5 1% 1%	1 1% 1%	1 1% 1%	2 1% 1%	5 1% 1%
2 - Disagree	9 1% 1%	5 1% 1%	3 2% 2%	1 1% 1%	1 0% 0%	8 2% 2%
1 - Strongly Disagree	3 0% 0%	3 1% 1%	- - -	- - -	1 0% 0%	2 0% 0%
Don't know/ No opinion	-	-	-	-	-	-

Table 42: I am interested in what is going on in politics.

	Area of Residence				Gender	
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
5 - Strongly Agree	353 46% 47%	218 48% 48%	71 39% 39%	64 53% 53%	172 48% 48%	181 45% 45%
4 - Agree	313 41% 41%	177 39% 39%	93 51% 51%	44 36% 36%	148 41% 42%	164 41% 41%
3 - Neither agree nor disagree	59 8% 8%	39 9% 9%	11 6% 6%	9 7% 7%	21 6% 6%	38 9% 10%
2 - Disagree	21 3% 3%	14 3% 3%	4 2% 2%	3 2% 2%	10 3% 3%	10 3% 3%
1 - Strongly Disagree	11 1% 1%	5 1% 1%	3 2% 2%	2 2% 2%	4 1% 1%	7 2% 2%
Don't know/ No opinion	5 1%	4 1%	1 1%	- -	3 1%	2 0%

Knowledge Regarding Provincial Elections

Table 43: If you are registered to vote for a federal election, you do not need to register to vote in a provincial election.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761	456	183	122	359	402
	100%	100%	100%	100%	100%	100%
Unweighted Total:	761	501	137	123	359	402
True	269	177	53	39	128	141
	35%	39%	29%	32%	36%	35%
	41%	45% C	33% B	36%	41%	41%
False	392	217	107	68	185	207
	51%	48%	58%	56%	52%	51%
	59%	55% C	67% B	64%	59%	60%
Don't know/ No opinion	100	62	23	15	45	55
	13%	14%	13%	12%	13%	14%

Table 44: You can register to vote at the time you vote in a provincial election.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761	456	183	122	359	402
	100%	100%	100%	100%	100%	100%
Unweighted Total:	761	501	137	123	359	402
True	626	384	143	99	302	324
	82%	84%	78%	81%	84%	81%
	88%	90%	83%	88%	89%	87%
False	87	44	30	13	37	50
	11%	10%	17%	11%	10%	12%
	12%	10% C	17% B	12%	11%	13%
Don't know/ No opinion	48	28	10	10	20	29
	6%	6%	5%	8%	5%	7%

Table 45: As long as you're registered to vote, it is not necessary to update your address information every time you move.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761	456	183	122	359	402
	100%	100%	100%	100%	100%	100%
Unweighted Total:	761	501	137	123	359	402
True	102	66	20	17	65	37
	13%	14%	11%	14%	18%	9%
	14%	15%	11%	14%	19% F	10% E
False	626	368	157	101	275	351
	82%	81%	86%	83%	77%	87%
	86%	85%	89%	86%	81% F	90% E
Don't know/ No opinion	33	23	7	4	19	14
	4%	5%	4%	3%	5%	4%

Table 46: To vote in a provincial election you must be a Canadian citizen.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761	456	183	122	359	402
	100%	100%	100%	100%	100%	100%
Unweighted Total:	761	501	137	123	359	402
True	657	387	162	108	308	349
	86%	85%	89%	89%	86%	87%
	91%	89%	94%	94%	89%	93%
False	64	46	11	7	38	26
	8%	10%	6%	6%	11%	7%
	9%	11%	6%	6%	11%	7%
Don't know/ No opinion	40	23	10	7	13	27
	5%	5%	5%	6%	4%	7%

Table 47: In a provincial election, you can vote at any voting place in the province.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761	456	183	122	359	402
	100%	100%	100%	100%	100%	100%
Unweighted Total:	761	501	137	123	359	402
True	321	178	85	58	157	163
	42%	39%	46%	47%	44%	41%
	48%	44%	54%	55%	49%	47%
False	348	228	71	49	162	185
	46%	50%	39%	40%	45%	46%
	52%	56%	46%	46%	51%	53%
Don't know/ No opinion	93	50	27	16	39	54
	12%	11%	15%	13%	11%	13%

Table 48: Voters can vote by mail if a person can't get to a voting place on Election Day in a provincial election.

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761	456	183	122	359	402
	100%	100%	100%	100%	100%	100%
Unweighted Total:	761	501	137	123	359	402
True	344	200	80	63	177	167
	45%	44%	44%	52%	49%	42%
	58%	57%	56%	64%	63%	54%
False	247	150	62	35	104	143
	32%	33%	34%	28%	29%	35%
	42%	43%	43%	36%	37%	46%
Don't know/ No opinion	170	106	40	24	77	92
	22%	23%	22%	20%	22%	23%

APPENDIX B

Table 49: On Election Day, voters are entitled to have four consecutive hours free from work to vote, without deduction of pay.

	Area of Residence				Gender	
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
True	561 74% 85%	355 78% 87% C	115 63% 77% BD	91 75% 86% C	273 76% 85%	288 72% 84%
False	101 13% 15%	51 11% 13% C	35 19% 23% B	15 12% 14%	47 13% 15%	54 13% 16%
Don't know/ No opinion	99 13%	50 11% C	33 18% B	16 13%	39 11%	60 15%

Table 50: What age must you be to vote in a provincial election?

	Area of Residence				Gender	
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
18	524 69% 71%	320 70% 70%	118 65% 65%	85 70% 70%	259 72% 72%	265 66% 66%
19	197 26% 27%	116 25% 25%	52 28% 28%	30 24% 24%	83 23% 23%	114 28% 28%
Other	20 3% 3%	9 2% 2%	8 4% 4%	3 2% 2%	9 2% 2%	11 3% 3%
Don't know/ No opinion	20 3%	11 2%	5 3%	4 3%	9 2%	12 3%

Table 51: Are you aware that you can register online to vote in a provincial election?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
Yes	373 49%	220 48%	91 50%	61 50%	167 47%	206 51%
No	388 51%	236 52%	92 50%	61 50%	192 53%	197 49%
Don't know/ No opinion	-	-	-	-	-	-

Elections BC Advertising

Table 52: In the weeks leading up to the election, did you see, hear, or read any information or advertising from Elections BC about where and how to vote?

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	761 100%	456 100%	183 100%	122 100%	359 100%	402 100%
Unweighted Total:	761	501	137	123	359	402
Yes	559 73% 76%	327 72% 74% <i>D</i>	131 71% 75% <i>D</i>	101 83% 83% <i>BC</i>	266 74% 76%	293 73% 76%
No	176 23% 24%	113 25% 26% <i>D</i>	43 24% 25%	20 16% 17% <i>B</i>	82 23% 24%	94 23% 24%
Don't know/ No opinion	26 3%	16 4%	9 5%	1 1%	11 3%	16 4%

APPENDIX B

Table 53: Where did you see and/or hear Elections BC advertising? Was it...?¹⁶

	Total	Area of Residence			Gender	
		Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	559 100%	327 100%	131 100%	101 100%	266 100%	293 100%
Unweighted Total:	560	359	99	102	265	295
Radio	141 25% 26%	72 22% 22% C	46 35% 36% BD	23 23% 23% C	58 22% 22%	83 28% 29%
Ads on TV listings channel	179 32% 33%	105 32% 33%	44 34% 34%	30 29% 30%	89 33% 34%	90 31% 31%
Householder/ flyer	291 52% 53%	166 51% 52%	64 49% 50%	61 61% 61%	122 46% 47% F	169 58% 59% E
Movie ads	16 3% 3%	5 1% 2% C	11 8% 9% BD	1 1% 1% C	6 2% 2%	10 3% 3%
Newspaper	302 54% 55%	166 51% 52%	79 60% 62%	58 57% 58%	147 55% 57%	155 53% 54%
Other (e.g. signage, TV news, phone call, etc.)	19 3% 3%	7 2% 2% C	9 7% 7% B	3 3% 3%	9 3% 3%	10 3% 3%
Other - Voter registration confirmation card in the mail	20 4% 4%	19 6% 6% CD	- - 1% B	1 1% 1% B	7 3% 3%	13 4% 5%
Other - Internet	13 2% 2%	8 3% 2%	4 3% 3%	1 1% 1%	6 2% 2%	8 3% 3%
Don't know/ No opinion	11 2%	6 2%	3 2%	1 1%	6 2%	5 2%

¹⁶Totals may exceed 100% since multiple responses were permitted.

Table 54: How useful was the information in assisting you to register and vote in the May 17th election?

	Area of Residence			Gender		
	Total	Lower Mainland B	Other Mainland C	Islands D	Male E	Female F
Weighted Total:	559 100%	327 100%	131 100%	101 100%	266 100%	293 100%
Unweighted Total:	560	359	99	102	265	295
5 - Very useful	246 44% 47%	141 43% 46%	54 41% 44%	52 51% 53%	115 43% 46%	132 45% 47%
4	134 24% 24%	78 24% 26%	36 28% 29%	20 20% 20%	64 24% 26%	70 24% 25%
3	82 15% 16%	53 16% 17%	14 10% 11%	16 16% 16%	38 14% 15%	44 15% 16%
2	21 4% 4%	10 3% 3%	9 7% 7%	2 2% 2%	10 4% 4%	11 4% 4%
1 - Not at all useful	42 8% 8%	22 7% 7%	11 9% 9%	9 9% 9%	21 8% 8%	21 7% 8%
Don't know/ No opinion	33 6%	23 7%	7 6%	3 3%	18 7%	15 5%

APPENDIX C: VERBATIM COMMENTS¹⁷

The following statements are in response to the question: **What is the single most important thing that you believe could be done to improve the voting process – in terms of registering, attending a voting place, casting your ballot, etc.?**

Improve Administration of Electoral Process

- As an older citizen, I feel it should be mandatory to have a few chairs for us to sit on in the voting place, as we cannot stand in line for any length of time.
- Facilitate voting for people who cannot attend. The information should include the polling station address. There should be accommodations for disabled persons and better training for Election BC officials.
- Have transportation available to get to the election for those who cannot get there on their own.
- I think that a system to get the elderly to the voting place would be a good idea.
- I would like to see a voting place set up in seniors facilities for a few hours on Election Day. As it was we had very inconvenient place to vote with very many steps, which is very difficult, when you have to use a walker.
- It should be mandatory that all polls are handicap accessible.
- It should be more accessible to people who are infirm or do not have a car.
- Make it easier for people with mobility problems to vote. Have polling at places where seniors or other persons with mobility issues have easy access.
- Make sure the voting place is accessible to all and don't vote at schools with children attending class.
- Make the polling station more accessible for disabled people.
- My voting place was upstairs and I did not see any wheelchair ramps. There needs to be wheelchair ramps.
- People who don't drive such as the elderly need a system such as registering for a ride to get to the polls.
- Provide adequate transportation to disabled or elderly to the voting location.
- Provide transportation for people who can't get out and vote or can't move around easily.
- Provide transportation for those who have limited mobility.
- The most important thing is to transport people to the polling stations that could not otherwise get there.
- There should be a shuttle service for people who are elderly or unable to get around so they can go and vote and there should be more people available to help with the shuttle service.
- They should have more rides for the older people.
- Transportation needs to be better for getting to a voting place.
- Voting for disabled citizens could be made more accessible.
- Earlier posting of polling stations would make the process easier
- Earlier promotion of the voting places and procedures.
- Get the information out early. There was little information about the referendum published. Have information in easily accessible places like the post office and other government offices, especially about the STV referendum.
- I feel there could be more advertising long in advance of the election, especially for the people who will be out of town.

¹⁷ Comments have been cleaned of any personally-identifiable information.

APPENDIX C

- I thought the voting cards came out a little late this time. Send them earlier. There was not much information out there about the advance polls.
- I would like to have received the voting card earlier.
- I would really appreciate getting my voter card before the election. I think asking for identification before voting should be done.
- Mail out registration cards earlier.
- Make sure people get their voting card in sufficient time, as that is what I depend on for my voting information.
- People should have had more communication about the STV referendum before the election, as I found out about the referendum only a day earlier.
- Send information so it arrives soon, and send more information about referendums.
- The notice for voting was sent only a week before the vote. Please send them earlier next year.
- The registration cards should be sent out earlier.
- The voting card should come out earlier so that individuals have time to vote in advance voting. I think that there should be better parking arrangements at voting places for the voters.
- The voting cards need to be mailed out sooner.
- Voting cards should come earlier to make corrections if necessary.
- Make sure that the people at the doors know what they are doing.
- The election officials need more training so that they can be more helpful to the public.
- The people at the polls need more information on how to answer people's questions.
- Have more people to help those that aren't registered. People should show ID that has the proper name and address on it. In addition, they should have people with different languages tell people what is going on.
- Increase the number of languages at the voting place.
- Make sure that everyone has a voter card.
- Elections BC should verify where people live before sending voter's cards out.
- Ensure that every voter is registered and has received their registration cards.
- I was not able to register online because my address was not in their database. My house is relatively new.
- If all three governments, correlated their databases registration could be automated.
- It would be helpful to be reminded by mail to register to vote.
- Make it easier to register online.
- Make it easier to register to vote.
- Make sure the information for the voting place is accurate on the voter's card.
- Registration at the voting site could be made quicker by being at least partially electronic.
- Registration should be made easier.
- Set up a code system on the voter's card so that they can just punch it into a system to see if you're registered.
- The voting lists were very inaccurate. The lists contained names of people who died, they had people on the voters list multiple times with different addresses, and they had multiple people registered under the same address.
- They should check that everyone who has a voting card is alive and not deceased.
- To me, as long as a person brings two pieces of identification and are in the voting book, they should be able to vote without re-registering.
- Mail out more reminders.
- Have community relation officers in each area to provide information and have voting places closer to home.
- Increase the number of volunteers on Election Day.
- More volunteers available at voting stations.

- They should have more people taking the cards at registration desks.
- A bit more organization or experience on casting my ballot.
- Better locations in XXXXXX [town] for voters to vote at.
- Bigger signs showing the way to election sites.
- Consistent locations for voting.
- Ensure that the voting place is large enough with adequate parking.
- Have a banner outside indicating the building to vote at the polling station.
- Have a larger polling station because the tables were too close together to move around in XXXXXX [town] at the XXXXXXX [voting location].
- I would like the proximity of my voting location closer to where I live.
- I would like to see more voting booths.
- I would like to see more voting places in my riding. There were fewer voting places in my riding than there was for the last election.
- I would like to see the same place being used for all elections. As it is now, it changes from time to time and I find it confusing.
- Identify the route clearly to get to the polling station. Publicize how to get a ride for those who do not drive.
- Increase signage on facilities to make directions clearer.
- Increase the number of voting stations as we are so spread out in XXXXXX [town] that it is a long way to go to the places they had picked out.
- Less line-up in polling stations.
- Make sure people can get in and out of the polling station quicker and ensure parking is more clearly marked.
- Make sure the signs pointing to the voting poll are sufficient so that people can find it. There needs to be more signs on the way to the voting place.
- More voting locations to reduce line-ups.
- Polling stations could have air conditioning on a hot day.
- Provide sufficient parking at the location, especially when it is in a public school during school hours.
- Set up more voting places, as some polling stations get full.
- The renewal of information seems to make the system less efficient.
- The signage where I was registered to vote was confusing.
- The signs for the polling place could be bigger.
- The voting places could be bigger.
- The voting process should be more accessible for people in rural areas.
- There could be more parking available.
- There could be more voting locations especially for advance polls.
- To speed up the voting have more cubicles.
- Update the voting service to rural voters.
- Use better and more up to date buildings to vote. We voted in a dingy old church.
- Usually it's in alphabetical order and this year it was a bit confusing upon coming into the voting area. Being a bit more organized to know where to go inside for casting votes would be helpful.
- When holding voting in schools, people should be sure that the signs are all pointed in the right direction because students might have changed them, especially during school hours.
- When putting signs about directing one to a voting place, they should be placed higher and perpendicular to the road. Sandwich boards might be good.
- When you are at the voting place, it would help if you had to only show your name once instead of several times.
- The data on a voter should not change unless the voter changes it.

Increase Communications about the Election

- Have someone do a survey like this prior to Election Day.
- Educate the public in the schools.
- Educate the youth to inform them of the responsibility of voting.
- Educating the public on how important it is to vote.
- Give high school presentations. Get people started when they're young.
- Grade twelve high school students should be given information to stress the importance of voting since they will be new to the process.
- I would like to see non-partisan and educational programs in the libraries to inform new Canadians, and young Canadians about the electoral process and about government in general.
- In between elections, the government should be educating people to vote like in school. Explain why it is important to vote.
- Make more of an effort to teach high school children how to vote before they get out into the voting world.
- More education for the younger voters on why it is important to vote.
- More information at the schools. Perhaps have speakers to help get the younger people out.
- Provide education for everyone on what voting is all about and what it means (i.e., what one can and cannot do).
- Teach a course about the voting process as part of the CAPP (Career and Personal Planning) program in high school to all students.
- There should be more education in the schools about the importance of voting.
- We should educate young people on the voting process.
- Have more information online and the ability to ask questions online.
- Have people from Elections BC go to workplaces and drop off information about the voting process.
- Having a 1-800 number would help for the people who don't know where to vote or know where to register.
- Make sure that people get the information in the mail about where to vote. I didn't receive anything and I needed to ask people around me for information.
- Making sure everything is accessible to people before the election.
- Provide a phone number that people can call to get information on how and where to vote.
- Ads on TV with the location of where to vote.
- Advertise more on how to register to vote.
- Advertise more to younger voters.
- Advertise the Election Day more beforehand.
- Advertising the online registration would be beneficial.
- Be a little more explicit in the newspapers about locations, such as making a map.
- Be clearer and advertise about where the voting stations are in the local area.
- Do more advertising on how to vote.
- Elections BC must get information out to eligible voters who are not registered yet. There should be more ads in newspapers so unregistered people will know how to register.
- Elections BC needs to better advertise that voters are allowed time off work without deductions.
- Get more voters out on Election Day with more advertising.
- Have more marketing to encourage people to vote.
- Improve visibility of Elections BC prior to the election.
- In general, the election needs more publicity in terms of posters and flyers.
- Increase public awareness.
- Make sure Election Day is broadcast on radio and television a lot more often.
- More advertisement for non-registered voters and an earlier mail out of voting cards.

- More advertising is needed explaining the whole process.
- More advertising.
- More advertising.
- Polling stations should be advertised better in the community. I had to phone to find out where I needed to vote.
- Put information on requirements to register to vote on TV.
- Put some information in the local papers.
- There needs to be a stronger advertising campaign to make it vitally important to get out and vote.
- There needs to be more advertising to get people to vote.
- There should be more advertising especially on TV, particularly about referendums.
- There should be more advertising on registering to vote.
- Would like to see some commercials describing the true or false questions.
- A lot more information and education about the referendum before people went to vote because people did not know enough to vote properly.
- A table of information would help understand the process better.
- About the referendum, more information needs to be sent by every kind of media.
- Elections BC needed to put out more information on the referendum.
- Get the message out about how the process works including the fact that "you're now 18 and eligible to vote and here's how to go about it" mailed to the youth of the province.
- Get the message out that people can vote even if they are not registered.
- Have more information available about how to register and have voting places listed in the local papers.
- I do not think there was enough information given to explain to the public the Single Transferable Vote.
- I would like more non-party information about the parties that would help me to understand them better.
- I would like to see Elections BC (or another unaffiliated party) send out something detailing the issues in the election.
- I would like to see more information put out overall about the process of making sure I'm registered to vote.
- Increase the awareness of the Internet option.
- It could be made clearer that people may vote anywhere. Most people didn't understand about the referendum side of the vote.
- It should be made clear whether one should make an X or a check to mark the ballot. Show by example.
- Let people know how to register.
- Make it clearer that you just have to place an X on the ballot and not circle the whole ballot.
- Make sure that more people are aware of registering by a certain date or they can't vote.
- More information circulated about the referendum.
- More information for youth (first time) voters on the process.
- Provide more information (i.e., about the referendum).
- Provide more information about where and how to vote.
- Provide more information closer to an election date about the voting process.
- Provide more information for the referendum votes.
- Provide more information on referendum issues.
- Provide more information on referendum issues.
- Provide more information to the public about the process.
- Provide more public accessibility about hot tips on voting or questions on hotlines or websites posted in places like liquor stores, frequented stores, etc.

- Publicize voting locations.
- Receive a mail out explaining in details the possible ways of voting. For example, I didn't know that I could register online.
- Send information by mail about where to vote and how to vote.
- Show where to fold the ballot.
- The yellow voters card that is sent in the mail should have a note on it saying to take it with them to vote. Some of the people working in the voting place were complaining about being tired and some were even cursing in front of voters.
- There could be a better attempt to inform people that they can register online.
- There should be information about voting in other languages.
- They should make it clearer, which station your supposed to vote at, once you get in the voting place.
- To take an active role in informing the public about what is going on, provide a summary service of the political viewpoint of each party within that riding.
- We have just moved and it would be helpful to me to know what to do as far as updating our information.

Change Voting Procedures

- Allow ballots to be cast through the Internet, with appropriate ID.
- Ballots on separate issues should go in separate boxes.
- In advance polls, there should be names and party affiliation of candidates on the ballot.
- Do everything online.
- Do not have one ballot box for more than one item.
- Change the four hours off work to vote to two hours.
- Elections BC should use pens instead of pencils.
- Extend the voting time from 8:00 a.m. to 7:00 a.m. the following day.
- Extend voting days to 24 hours over 2 days.
- Have ballots marked in ink to ensure they cannot be altered.
- Have electronic voting instead of making up ballots.
- Don't allow any posters or advertising of any kind the night before Election Day.
- Have more than one day that you can vote.
- Have polls open for general voting for two days and 24 hours a day.
- I don't think we should be asked if we want to vote for the Single Transferable Vote. I think we should just be given the two ballots when we go to vote.
- Have freedom to vote outside of your municipality.
- I suggest the voting stations be allocated by family name instead of an arbitrary number of the card.
- The voter age should be lowered to allow more voices in the election.
- I would have like to have seen the STV referendum question on the same ballot as the general election. My voting place was moved with no explanation to me. I would like to have changes explained.
- I would like to be able to vote over the Internet.
- I would like to see the absentee ballots counted much quicker.
- I was a scrutinizer. When I voted at the location I was at, I was not asked for identification, I could have gone to any and all the polls and voted without anyone knowing because nobody was asked for identification where I was.
- I would like to see the organization of the voting changed so that all the ballots go into the same box instead of having six or seven different boxes in one voting place.
- If you could vote online, possibly more people would vote.

- People should be asked for at least one piece of identification when voting.
- Photo ID would improve things.
- Instead of only a day, we could have a whole week to vote. That would give us more time.
- The process would be improved by asking for identity verification when a person goes to vote.
- It would be helpful if voting hours were extended to a later time or it was possible to vote online.
- There needs to be more control on how many times a person votes. What prevents someone from voting twice in two voting places?
- I know we are a democratic country but it should be made mandatory for people to vote.
- Make it so votes can be cast electronically.
- It should be mandatory to vote.
- Offer a means of voting online.
- Offer an option to vote online.
- Offer online voting and provide more warning and factual information about the referendum.
- Open polls at 7:00 a.m.
- People should be able to walk to the first available table and vote instead of waiting in line for a specific table because the names are in alphabetical order.
- Make a law that you must vote.
- Make it compulsory. If you don't show up you pay a fine.
- Possibly, have the polls open over two days.
- The advanced polling should be held sooner than it is to give people a better chance of getting to vote.
- The booth for voting is not private enough. Someone could be looking over your shoulder, and I object to it being in the open and appearing that someone could be watching me vote.
- The process should be more electronic.
- Make voting mandatory.
- The referendum should have a separate ballot box.
- Voting should be mandatory.
- The voting booths should be actual booths for privacy issues.
- I would like to have ID produced when registering online.
- There needs to be a more flexible advanced registration process.
- In the past, Elections BC went door to door to remind people to vote.
- There should be an electronic voting system in place instead of using paper ballots.
- There should be an online option to vote over the Internet on Election Day.
- There should be more advanced polling times to accommodate busy lives.
- To be able to vote online.
- There should be a full-scale provincial enumeration so that everyone is registered.
- Voters should register early for elections.
- Voting online.
- Voting by telephone would be a good idea.
- Voting should be in the same month of each voting year.

Increase Involvement/Commitment to Voting

- Continue the trend to have many young people involved in the process. In addition, offer older people rides.
- Continue to promote youth involvement and the importance of exercising our democratic right to vote.
- Elections BC can try to get the public more interested prior to the elections.
- Elections BC needs to emphasize to people the importance of getting out and voting.
- Elections BC needs to encourage people to vote.
- Encourage people to vote.
- Get the youth interested in voting at an early age.
- Get younger people more involved, and get information to them directly (i.e., in the schools).
- Getting more people interested in voting would improve the process.
- I would like to see education regarding the merits of voting for young people that don't vote and perhaps don't realize that it is their way of having a say.
- It is important to advertise to encourage people to get out to vote and take responsibility.
- Motivate more people to vote.
- People just need to get out and vote.
- Run more advertising campaigns like Get Your Vote On, to encourage people to go out and vote.
- Target young voters with information on how to register and vote.
- The process would be improved by making people more aware that their vote counts.
- Try to express the importance of voting.

Other and STV-related Comments

- I do not want to see the system go electronic.
- If the referendum had been passed that would have been important.
- Provide better information on the Single Transferable Vote.
- The Single Transferable Vote would improve the voting process.
- The STV could be improved.

APPENDIX D: AWARENESS SURVEY (PHONE SCRIPT)

Introduction

Good morning/afternoon/evening, my name is _____. I am calling on behalf of Elections BC, a non-partisan office of the legislature responsible for administering elections in British Columbia. Elections BC is interested in evaluating the effectiveness of its communications in helping voters understand the electoral process.

BC STATS is conducting a survey on behalf of Elections BC. Please be assured that responses to this questionnaire will be kept confidential by BC STATS. This survey will take approximately 10 minutes. Would you like to respond to this survey?

- Continue
- Refusal
- No Answer/Call back
- Schedule a specific call back
- Out of service/Business => /END
- No one is eligible to vote => /END

Confidentiality

Before we continue, I would like to take a quick moment to explain how your information will be kept confidential. Under Section 9 of the Statistics Act, BC STATS cannot disclose information that could be used to identify an individual response to any person, organization or government agency. Section 9 of the Act applies despite the provisions of the *Freedom of Information and Protection of Privacy Act*.

Demographics / Pre-Qualify

Q1. Are you at least 18 years of age?

- If no - ask to speak to someone who is and if no one is available schedule a call back at the appropriate time.
- Yes
- No - schedule call back => /CALLBACK

Record gender from voice.

- Female
- Male

Q2. Are you a Canadian citizen?

- Yes
- No - politely terminate => /INT

- Q3. Have you lived in BC for at least 6 months?
- Yes
 - No - politely terminate => /INT
- Q4. Based on the following list, in what region do you currently reside? Is it ...
- Lower Mainland (Sunshine Coast to the Fraser Valley) 1
 - Quesnel North 2
 - Hope to Williams Lake 3
 - Vancouver Island or the Gulf Islands 4
 - Interior - Merit, Kamloops area, the Okanagan, the Kooteneys, Salmon Arm, Revelstoke and surrounding areas 5
 - Don't know 9
- Q5. And in what city or town do you currently reside? QUESTION TURNED OFF
- Record name
 - Refused

Voting Interests And Practices

- Q6. Between federal, provincial or municipal elections, which level are you most interested in?
- Federal
 - Provincial
 - Municipal
 - None
 - Don't know
- Q7. Do you know when the next provincial election is in BC?
- May - sometime
 - May 17
 - Don't know
 - Other response (incorrect response)
- Q8. Are you registered to vote in a provincial general election in BC?
- Yes
 - No
 - Don't know/ Not sure

Q9. Did you vote in the last provincial election in 2001?

- Yes
- No
- Refused
- Can't remember
- Don't know

Awareness/Perception Of Electoral Process

Thinking now about the upcoming provincial election, please state your level of agreement or disagreement with the following statements. Please state whether you Strongly Agree, Agree, Neither Agree nor Disagree, Disagree or Strongly Disagree.

Q10. I know what I need to do to vote on Election Day.

- Strongly Agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree
- Don't know/ Refused

Q11. I know how the electoral process works.

- Strongly Agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree
- Don't know/ Refused

Q12. I know how to update my voter registration information.

- Strongly Agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree
- Don't know/ Refused

- Q13. Voting is easy.
- Strongly Agree
 - Agree
 - Neither Agree Nor Disagree
 - Disagree
 - Strongly Disagree
 - Don't know/ Refused
- Q14. I am interested in what is going on in politics.
- Strongly Agree
 - Agree
 - Neither Agree Nor Disagree
 - Disagree
 - Strongly Disagree
 - Don't know/ Refused

Knowledge Of Electoral Process

Now we would like to explore your level of knowledge regarding provincial elections. Please answer the following statements by saying either true or false.

- Q15. If you are registered to vote for a federal election, you do not need to register to vote in a PROVINCIAL election.
- True
 - False
 - Don't know
- Q16. You can register to vote at the time you go to vote in a PROVINCIAL election.
- True
 - False
 - Don't know
- Q17. As long as you're registered to vote, it is not necessary to update your address information every time you move.
- True
 - False
 - Don't know

- Q18. To vote in a PROVINCIAL election you must be a Canadian citizen.
- True
 - False
 - Don't know
- Q19. In a PROVINCIAL election, you can only vote in the electoral district where you reside.
- True
 - False
 - Don't know
- Q20. Voters can vote by mail if a person can't get to a voting station on voting day in a PROVINCIAL election.
- True
 - False
 - Don't know
- Q21. What age must you be to vote in a PROVINCIAL election?
- 18
 - 19
 - Other
 - Don't know
- Q22. Are you aware that you can register online to vote in a PROVINCIAL election?
- Yes
 - No

Voting Intentions

- Q23. Do you intend to vote in the next PROVINCIAL election?
- Yes
 - No
 - Maybe
 - Don't know/ Haven't decided yet

“Vote Twice” Householder

Q24. Did you receive Elections BC's "This Election, Vote Twice" householder (flyer) with a voter registration form between February 18th and March 4th? *[If respondent is not sure, mention that the householder was black and red in colour.]*

- Yes
- No
- Maybe
- Don't know

END (INT)

Elections BC and BC Stats appreciate you taking the time to respond to this survey.

If you have any questions about this survey, please contact BC Stats at 952-6822 in Victoria or 1-888-447-4427 (ext. 6).

- Completed Survey => /END
- Refusal => /END
- No Answer/ Call back => /END
- Schedule a specific call back => /CB
- Out of service/ Business => /END
- No one is eligible to vote/ not Canadian citizen => /END
- Language difficulties => /END
- Disqualified - Not lived in BC for 6 months => /END

APPENDIX E: SATISFACTION SURVEY (PHONE SCRIPT)

Introduction

Good morning/afternoon/evening, my name is _____. I am calling on behalf of Elections BC, a non-partisan office of the legislature responsible for administering elections in British Columbia. Elections BC is interested in evaluating the effectiveness of its communications in helping voters understand the electoral process.

BC STATS is conducting a survey on behalf of Elections BC. Please be assured that responses to this questionnaire will be kept confidential by BC STATS. This survey will take approximately 10 minutes. Would you like to respond to this survey?

- Yes - continue
- No - refuse to participate in survey
- Busy
- No Answer / call back (3 hours)
- Call back (1 day)
- Schedule a specific call back / no one 18 or older call back
- Out of service / business
- No one is eligible to vote
- Language / hearing difficulties

Confidentiality

Before we continue, I would like to take a quick moment to explain how your information will be kept confidential. Under Section 9 of the Statistics Act, BC STATS cannot disclose information that could be used to identify an individual response to any person, organization or government agency. Section 9 of the Act applies despite the provisions of the *Freedom of Information and Protection of Privacy Act*.

Are you at least 18 years of age?

(If no - ask to speak to someone who is 18 or older and whose birthday is next. If no one is available, schedule a call back at the appropriate time.)

- Yes
- No - schedule call back => /CB

Record gender from voice.

- Female
- Male

Demographics / Pre-Qualify

- Q1. Did you vote in the May 17th provincial election?
- Yes
 - No - Thank and terminate => /INT
- Q2. Based on the following list, in what region do you currently reside? Is it ...
- Lower Mainland (Sunshine Coast to the Fraser Valley)
 - Quesnel North
 - Hope to Williams Lake
 - Vancouver Island or the Gulf Islands
 - Interior - Merit, Kamloops area, the Okanagan, the Kootenays, Salmon Arm, Revelstoke and surrounding areas
 - Don't know

Voting Interest And Practices

- Q3. Between federal, provincial or municipal elections, which level are you most interested in?
- Federal
 - Provincial
 - Municipal
 - None
 - Don't know

Please answer the next question, based on a scale from 1 to 5, where 1 is not at all important and 5 is very important:

- Q4. In your view, how important is it that people vote in elections?
- 5 = Very Important
 - 4
 - 3
 - 2
 - 1 = Not at all important
 - Don't Know / No Opinion

Recent Voting Experience - Access/Convenience

The next set of questions concern your voting experience in relation to the May 17th provincial election...

- Q5. **Based on a scale from 1 to 5, where 1 is very difficult and 5 is very easy**, how easy or difficult was it to locate your voting place or a place to vote (if different from your assigned voting place)?
- 5 = Very easy
 - 4
 - 3
 - 2
 - 1 = Very difficult
 - Don't Know / No Opinion
- Q6. **Based on a scale from 1 to 5, where 1 is very inconvenient and 5 is very convenient**, was the voting place in a convenient location?
- 5 = Very convenient
 - 4
 - 3
 - 2
 - 1 = Very inconvenient
 - Don't Know / No Opinion
- Q7. **Again, based on a scale from 1 to 5, where 1 is very difficult and 5 is very easy**, Once you were at the voting place, how easy or difficult was it to go through the voting process and cast your ballot?
- 5 = Very easy
 - 4
 - 3
 - 2
 - 1 = Very difficult
 - Don't Know / No Opinion

- Q8. Overall, **based on a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied**, how satisfied were you with the way Elections BC administered the election?
- 5 = Very satisfied
 - 4
 - 3
 - 2
 - 1 = Very dissatisfied
 - Don't Know / No Opinion

Awareness - Perceived

Thinking now about the recent provincial election, please state your level of agreement or disagreement with the following statements. **Please state whether you Strongly Agree, Agree, Neither Agree nor Disagree, Disagree or Strongly Disagree.**

- Q9. I know what I need to do to vote on Election Day.
- Strongly Agree
 - Agree
 - Neither Agree Nor Disagree
 - Disagree
 - Strongly Disagree
 - Don't know/ Refused
- Q10. I know how the electoral process works.
- Strongly Agree
 - Agree
 - Neither Agree Nor Disagree
 - Disagree
 - Strongly Disagree
 - Don't know/ Refused
- Q11. I know how to update my voter registration information.
- Strongly Agree
 - Agree
 - Neither Agree Nor Disagree
 - Disagree
 - Strongly Disagree
 - Don't know/ Refused

- Q12. Voting is easy.
- Strongly Agree
 - Agree
 - Neither Agree Nor Disagree
 - Disagree
 - Strongly Disagree
 - Don't know/ Refused
- Q13. I am interested in what is going on in politics.
- Strongly Agree
 - Agree
 - Neither Agree Nor Disagree
 - Disagree
 - Strongly Disagree
 - Don't know/ Refused

Knowledge

Now we would like to explore your level of knowledge regarding provincial elections. **Please answer the following statements by saying either true or false.**

- Q14. If you are registered to vote for a federal election, you do not need to register to vote in a provincial election.
- True
 - False
 - Don't know
- Q15. You can register to vote at the time you go to vote in a provincial election.
- True
 - False
 - Don't know
- Q16. As long as you're registered to vote, it is not necessary to update your address information every time you move.
- True
 - False
 - Don't know

- Q17. To vote in a provincial election you must be a Canadian citizen.
- True
 - False
 - Don't know
- Q18. In a provincial election, you can vote at any voting place in the province.
- True
 - False
 - Don't know
- Q19. Voters can vote by mail if a person can't get to a voting station on voting day in a provincial election.
- True
 - False
 - Don't know
- Q20. On Election Day, voters are entitled to have 4 consecutive hours free from work to vote – without deduction of pay.
- True
 - False
 - Don't know

Now, I just have few more questions to ask you...

- Q21. What age must you be to vote in a provincial election?
- 18
 - 19
 - Other
 - Don't Know
- Q22. Are you aware that you can register online to vote in a provincial election?
- Yes
 - No

Elections BC Advertising

- Q23. In the weeks leading up to the election, did you see, hear, or read any information or advertising from Elections BC about where and how to vote?
- Yes
 - No ⇒ **END**
 - Don't Know / No Opinion ⇒ **END**

Q24. Where did you see and/or hear Elections BC advertising?

[Interviewer note: read list; respondent can choose any or all that apply.]

- Radio
- Ads on TV listing channel
- Householder/flyer
- Movie ads
- Newspaper
- Other: (please specify)
- Don't Know / No Opinion

Based on a scale from 1 to 5, where 1 = not at all useful and 5 = very useful...

Q25. How useful was the information in assisting you to register and vote in the May 17th election?

- 5 = Very useful
- 4
- 3
- 2
- 1 = Not at all useful
- Don't Know / No Opinion

Comments

The final question is open-ended...

Q26. What is the single most important thing that you believe could be done to improve the voting process – in terms of registering, attending a voting place, casting your ballot, etc.?

[Interviewer note: the emphasis for this question is on the experience of voting, not the voting/electoral system]

END (INT)

Elections BC and BC Stats appreciate you taking the time to respond to this survey.

If you have any questions about this survey, please contact BC Stats at 952-6822 in Victoria or 1-888-447-4427 (ext. 6).