

2009 Elections BC Pre-Election Voter Awareness Survey Executive Summary Report

August 2009



BCStats

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1.0 EXECUTIVE SUMMARY

The *2009 Pre-Election Voter Awareness Survey* shows that a high percentage of eligible voters were registered and intended to vote in the 2009 provincial election. Despite this, voter turnout for British Columbia's 39th General Election held on May 12, 2009 was 51%.

The sample of eligible voters used for this survey is representative of the population of B.C. (see Appendix A for the survey methodology). As such, throughout the report, respondents are referred to as eligible voters. However, it should be noted that some self-selection bias is likely. Individuals who agree to participate in a survey are likely more engaged than those who decline to participate. This may, in part, explain some of the gap between voter intentions and behaviour.

This report looks at eligible voters prior to the 2009 provincial election to explore questions about their level of engagement, intentions, knowledge, and exposure to Elections BC advertising. Where possible, voters eligible to participate in the 2009 provincial election are compared to those who were eligible to vote in the 2005 provincial election using results from the *2005 Elections BC Awareness Survey*.¹ Detailed results are presented in Appendix B.

1.1. Characteristics of Eligible Voters Surveyed

The eligible voters surveyed² resided predominantly in British Columbia's Mainland/Southwest region (59%) and were between 19 and 93 years of age. Slightly more than half (52%) were female and 48% were male.³

1.2. Voting Intentions, Interest, & Practices

When asked about the upcoming provincial election, a very high percentage – 94% – indicated that they intended to vote. In keeping with this, almost all eligible voters (91%) reported being registered to vote in advance of General Voting Day.⁴ This is up 6 percentage points (ppts) from the registration levels reported in 2005. Intentions are not behaviours, though. While 94% indicated that they intended to vote, actual voter turnout for the 2009 provincial election was 51%.

¹ See BC Stats (2005). *Elections BC Election Awareness and Satisfaction Performance Measures Final Report, August 2005*. Available online:

<http://www.elections.bc.ca/docs/rpt/Awareness%20and%20Satisfaction%20Survey.pdf>

² To be eligible to vote in a provincial election in B.C., an individual must: (1) be a Canadian citizen; (2) be at least 18 years of age by General Voting Day; and (3) have resided in B.C. for at least 6 months.

³ Due to quota sampling, the regional, age, and gender proportions approximate the distribution of the B.C. population.

⁴ In order to vote in B.C., an eligible voter must register with Elections BC. Registration can occur before an election or at a voting place during an election.

This same pattern was seen in 2005 when eligible voters were asked about their intention to vote. At that time, 93% reported that they intended to vote in the next provincial election – however, actual voter turnout was 58%. Interestingly, when eligible voters were asked in 2009 whether or not they voted in the 2005 provincial election, 80% said that they had voted four years ago.

Eligible and Engaged

Q: Who participates in both elections and surveys?

A: Engaged eligible voters.

It would seem that civic engagement extends beyond voting practices. Eligible voters who are engaged enough to vote also appear more likely to participate in research.

Subsequent findings indicate that people who vote are also more likely to participate in research. Greater effort has to be extended to collect information about non-voters.

One of the practical challenges to voter turnout is as basic as knowing the correct date of the election. One quarter (25%) knew that the election was sometime in May (down 9 ppts from 2005), but did not know the exact date. One-out of-six eligible voters (17%) did not know when the election was going to be, even to pinpoint it as occurring in the month of May. Although the date of the election was not well-known throughout the electorate, they were better educated about the date than they were four years ago. In 2009, 58% knew the correct date of the upcoming provincial election, which is up 24 ppts from 2005.

1.3. Engagement of the Electorate

Generally, eligible voters agreed⁵ that they know what they need to do to vote in a provincial election (89%). This is echoed by the fact that the same proportion (89%) agreed that voting is easy. These results have remained relatively stable since 2005 (going down 1 ppt and up 4 ppts, respectively).

Although they agreed that they know what they need to do in order to vote, eligible voters were less likely to indicate an interest in politics. Slightly fewer than 7-out of -10 eligible voters (69%) agreed that they are interested in what is going on in politics. This is even lower than it was in 2005 (down 14 ppts).

In contrast to their general understanding of what to do, fewer eligible voters (61%) agreed that they know how the specific process of updating their voter registration information works (down 11 ppts from 2005). This, along with their moderate interest in politics, may factor into their voting behaviour.

⁵ The proportion of respondents who agreed refers to the proportion who gave a '4' or a '5-Strongly Agree' on a 5-point scale ranging from '1-Strongly Disagree' to '5-Strongly Agree'. In 2005, the questions reported in this section were asked using an agreement scale that was labelled as follows: '1 - Strongly Agree', '2 - Agree'; '3 - Neither Agree Nor Disagree'; '4 - Disagree'; and '5 - Strongly Disagree'.

1.4. Knowledge of Electoral Process⁶

Given the fundamental nature of some aspects of the electoral process – such as citizenship and identification requirements – it is not surprising that these areas were quite well-known among eligible voters. Less well-known were registration options, voting alternatives, and awareness about past and present referendums.

Generally, eligible voters' knowledge of the electoral process has improved since 2005 (for areas that were asked about in both 2005 and 2009) – these improvements were of a magnitude of 4 to 15 percentage points (see Table 1 to Table 4). The greatest gains were with regard to knowledge that:

- they could register online to vote in a provincial election (up 15 ppts);
- they could vote at any voting place in the province (up 12 ppts);
- they could register when they vote in a provincial election (up 12 ppts);
- registration to vote in a federal election would also register them in a provincial election (up 7 ppts);
- they must be a Canadian citizen to vote in a provincial election (up 7 ppts);

Knowledge did not decline in any area, though it did remain the same with regard to knowledge about the need to update address information after every move (84% in 2005 and 2009).

Table 1: Knowledge of Citizenship Eligibility Requirement

Proportion who knew that...	2009	Change from 2005
You must be a Canadian citizen to vote in a provincial election	89%	+7 ppts

⁶ Percentages noted in this section refer to the proportion of eligible voters who correctly answered the question (correct response = 'true' or 'yes' for all but one question).

Table 2: Knowledge of Registration Process

Proportion who knew that...	2009	Change from 2005
They could register when they vote in a provincial election ⁷	81%	+12 pts
Eligible voters could register online to vote in a provincial election	57%	+15 pts
Eligible voters could register by telephone to vote in a provincial election	42%	Not asked
If they were registered to vote in a federal election, they did not need to register to vote in a provincial election	34%	+7pts

Table 3: Knowledge of Voting Process

Proportion who knew that...	2009	Change from 2005
They must prove their identity and residential address to vote in a provincial election	97%	Not asked
Advance voting is open to all voters in a provincial election	88%	Not asked
It is necessary to update their address information every time they move, even if they are registered to vote ⁸	84%	No change
Voters can vote by mail if they cannot get to a voting place during a provincial election	54%	+4pts
Someone could vouch for them in a provincial election if they do not have identification	40%	Not asked
In a provincial election they could vote at any voting place in the province ⁹	34%	+12 pts

⁷ In 2005, the survey question was worded slightly differently: "You can register to vote at the time you go to vote in a provincial election."

⁸ Original wording: "As long as you're registered to vote, it is not necessary to update your address information every time you move."

⁹ In 2005, the survey question was worded slightly differently: "In a provincial election, you can only vote in the electoral district where you reside." The correct response to the 2005 question ('false') and the correct response to the 2009 question ('true') have been compared here.

Table 4: Knowledge of Referendums

Proportion who knew that...	2009	Change from 2005
There would be a referendum at the same time as the 2009 provincial election	63%	Not asked
The electoral district boundaries had changed since the 2005 provincial election	49%	Not asked

1.5. Exposure to Elections BC Advertising

Elections BC advertising has a high level of penetration in the community – almost all eligible voters (96%) reported that they had seen, heard, or read some form of Elections BC advertising. About 9-out of-10 eligible voters (86%) saw or heard Elections BC advertising from two or more sources. Over 50% reported that they had seen or heard Elections BC advertising from four or more sources.

Most frequently, eligible voters saw or heard Elections BC advertising via the:

- television (70%),
- newspaper (67%),
- Elections BC information flyer (55%),
- radio (55%), and
- Elections BC enumeration notice (54%).

1.6. Recap

Armed with information about the electorate’s interest in politics, intention to vote, and knowledge about how elections operate, Elections BC can target specific areas where education is needed. Pairing this with information about the advertising sources with the greatest exposure rates will allow Elections BC to fine-tune their advertising. Measuring the effectiveness of each advertising stream in terms of its content, quality, and distribution will allow Elections BC to further refine their advertising campaign.

2.0 APPENDIX A: METHODS

2.1. Background

Elections BC is an independent, non-partisan Office of the Legislature responsible for conducting provincial general elections, by-elections and referendums. Elections BC is also responsible for administering the initiative and recall processes as detailed in provincial legislation. Elections BC's vision is to be "leaders in electoral administration."¹⁰ It is their mission to "serve democracy in British Columbia through the fair and impartial administration of the provincial electoral process."¹¹

As stated in the Elections BC *Service Plan 2009/10 – 2011/12*, fulfilling this mission and vision involves the following goals:

1. Ensure ongoing support and enhancement of the electoral process;
2. Ensure effective and efficient administration of electoral events;
3. Provide an inclusive and accessible electoral process; and
4. Be a learning organization that develops and shares best practices.¹²

To measure its performance on Goal 3, Elections BC has partnered with BC Stats to conduct two surveys. The first survey, the *2009 Pre-Election Voter Awareness Survey* sought to measure eligible voters' awareness of the electoral process in the period before the General Election on May 12, 2009. The second survey, the *2009 Voter/Non-Voter Satisfaction Survey*, was conducted after the General Election and had two key goals: (1) to measure voters' satisfaction with the electoral process; and (2) to learn about non-voters (eligible voters who chose not to vote) and identify barriers that may have hindered their participation in the electoral process. The results of the satisfaction survey are presented in a separate report.¹³

Prior to the 2005 General Election, BC Stats also administered a pre-election survey on behalf of Elections BC. The 2005 survey assessed eligible voters' voting interests and practices, awareness of and knowledge about the electoral process, voting intentions, and exposure to Elections BC advertising.¹⁴

This report presents the findings of the *2009 Pre-Election Voter Awareness Survey*.

¹⁰ Elections BC Service Plan 2009/10-2011/12, page 2.

¹¹ Elections BC Service Plan 2009/10-2011/12, page 2.

¹² Elections BC Service Plan 2009/10-2011/12, page 7.

¹³ BC Stats (2009). *2009 Voter/Non-Voter Satisfaction Survey Executive Summary Report*.

¹⁴ See BC Stats (2005). *Elections BC Election Awareness and Satisfaction Performance Measures Final Report, August 2005*. Available online:

<http://www.elections.bc.ca/docs/rpt/Awareness%20and%20Satisfaction%20Survey.pdf>

2.2. Survey Design

The *2009 Pre-Election Voter Awareness Survey* was based on the *2005 Election Awareness Survey* that was conducted by BC Stats, on behalf of Elections BC, prior to the 2005 provincial election. Prior to launching the 2009 survey, BC Stats worked with Elections BC to review and modify the content and design of the survey.

2.3. Questionnaire

The survey questions addressed the following areas (see Appendix C for the complete questionnaire):

- Demographics;
- Voting interests and practices;
- Awareness and perceptions of the electoral process;
- Knowledge of the electoral process;
- Voting intentions; and
- Elections BC advertising.

The majority of the questions asked in the 2009 survey were adopted from the 2005 iteration of the survey. Where possible, the results from the *2009 Pre-Election Voter Awareness Survey* have been compared to the 2005 survey results.

2.4. Sample and Survey Administration

The *2009 Pre-Election Voter Awareness Survey* was conducted via telephone between April 29 and May 6, 2009 by NRG Research of Vancouver, B.C., on behalf of BC Stats.

The sample was compiled using a random digit dialing process. In order to ensure that the sample represented the geographic distribution of the population, quotas for the eight major regions of B.C.¹⁵ were established at the onset of the survey.¹⁶

Further, as this was a survey intended for eligible voters, potential respondents were asked a series of questions to determine their eligibility to vote (that is, they were Canadian citizens, had lived in B.C. for the last 6 months, and were at least 18 years of age as of General Voting Day on May 12, 2009). Individuals who were deemed not eligible to vote were asked if there was anyone in their household who met the eligibility requirements. If there was, the interviewer asked to speak to that person and then confirmed their survey eligibility.

¹⁵ Cariboo, Kootenay, Mainland/Southwest, Nechako, North Coast, Northeast, Thompson/Okanagan, and Vancouver Island/Coast.

¹⁶ In addition, quotas were set for each of the census districts and for gender.

Using standard scientific statistical methods, the resulting random sample was weighted so that it is representative of all British Columbians, aged 18 or over. This weighted sample can be used to estimate the percentages and numbers of British Columbians who belong to any of the various categories covered by the survey, such as those who have certain opinions about voting.

When they were contacted by NRG, respondents were informed that their participation was completely voluntary and, if they chose to participate, that they could withdraw at any time without any consequences or any explanation. They were also told that they could decline to answer any question and end the interview at any time. Respondents were further informed that their identity would be kept confidential by BC Stats, as guaranteed under Section 9 of the *Statistics Act*.

2.5. Survey Response

Of the 17,867 potential respondents in the initial sample, 14,418 were deemed out-of-scope (i.e., the phone number was illegitimate or the person was unreachable).¹⁷ In total, 765 eligible voters completed the survey, providing an overall response rate of 22% (see Table 5).¹⁸

BC Stats calculated the margin of error for the key question “Using a 5-point scale where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree with the statement: I know what I need to do to vote in a provincial election.” (see Table 5). The majority of survey respondents (88.9%) indicated agreement with this statement (by giving a ‘4’ or ‘5-Strongly Agree’ rating). The resulting margin of error was ± 2.2 percentage points at the 95% confidence level. This indicates that if the survey was repeated numerous times with the same sample size, 19 times out of 20 the proportion of respondents who agreed that they know what they need to do to vote in a provincial election would be between 86.7% and 91.1%.

Table 5: Response Rate and Margin of Error

In-Scope	Initial Sample	Out-of-Scope	Refusals	Respondents	Response Rate	Key Question*	Margin of Error
3,449	17,867	14,418	2,684	765	22%	88.9%	± 2.2 ppts

* Proportion of respondents who gave a score of ‘4’ or ‘5-Strongly Agree’ when asked: “Using a 5-point scale where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree with the statement...I know what I need to do to vote in a provincial election.”

¹⁷ Records were deemed out-of-scope for the following reasons – the number given was: on the internal NRG Research Do-Not-Call list, a business number, a fax/modem number, a wrong number, not in service; when the number was called: there was no answer, the person was not available during survey period, there was a language barrier, or the scheduled call back could not be completed.

¹⁸ The response rate is the number of respondents divided by the number of individuals considered in-scope. In contrast, the completion rate is the number of completed surveys divided by the number of calls made: $765 \div 17867 = 4\%$.

3.0 APPENDIX B: TABLES

3.1. Interpreting the Results

This report provides tabulations of the 2009 Pre-Election Voter Awareness Survey results. The tables presented show the results for all respondents (all of whom were determined to be eligible voters).

The results in the 'Engagement of the Electorate' section (questions regarding eligible voters' awareness and perception of the electoral process) are presented in three ways: (1) the percentages for each response category, (2) the percent positive, and (3) the mean score. 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'). **Mean scores** express the full range of responses in a single number (*not a percentage*) and give equal weight to all response categories on the scale, allowing comparisons to be made. To calculate mean scores, 5-point scales are first converted to points equivalent to 0, 25, 50, 75 and 100 (which correspond to 1, 2, 3, 4, and 5, respectively). Then, all of the points are added up and divided by the number of people in the group. This produces a mean score for each question.

Percentages may not sum to 100% due to rounding.

3.2. Characteristics of Eligible Voters Surveyed

Table 6: Region

	Percent
Cariboo	4%
Kootenay	4%
Mainland/Southwest	59%
Northern ¹⁹	4%
Thompson/Okanagan	12%
Vancouver Island/Coast	18%
Total	100%

¹⁹ Northern includes Nechako, Northeast, and North Coast.

Table 7: Age

	Percent
18-24 years old	8%
25-34 years old	19%
35-44 years old	17%
45-54 years old	22%
55-64 years old	15%
65-74 years old	11%
75+ years old	8%
Total	100%

Table 8: Gender

	Percent
Male	48%
Female	52%
Total	100%

3.3. Voting Intentions, Interest & Practices

3.3.1. Voting Intentions

Table 9: Do you intend to vote in the next provincial election?

	Percent
Yes	94%
No	3%
Undecided	4%
Total	100%

3.3.2. Voter Registration Status

Table 10: Are you registered to vote in a provincial general election in B.C.?

	Percent
Yes	91%
No	5%
Don't know	4%
Total	100%

3.3.3. 2005 Voting Activity

Table 11: Did you vote in the last provincial election in 2005?

	Percent
Yes	80%
No	18%
Don't know/Can't remember	2%
Total	100%

3.3.4. Knowledge of Election Date

Table 12: Do you know when the next provincial election is in B.C.? When will it be?

	Percent
Yes, May sometime	25%
Yes, May 12	58%
Yes, Other (incorrect) response	5%
No/Don't know	11%
Total	100%

3.4. Engagement of the Electorate

Table 13: Awareness/Perception of Electoral Process

Using a five point scale where 1 is Strongly Disagree and 5 is Strongly Agree, to what extent do you agree or disagree that...

	Percent					% Positive	Mean Score
	1 - Strongly Disagree	2	3	4	5 - Strongly Agree		
I know what I need to do to vote in a provincial election.	3%	1%	7%	13%	75%	89%	89
I know how to update my voter registration information. ²⁰	11%	11%	16%	15%	47%	61%	68
Voting is easy.	3%	2%	7%	16%	73%	89%	89
I am interested in what is going on in politics.	6%	6%	19%	29%	40%	69%	73

²⁰ '4' = 14.85%; '5-Strongly Agree' = 46.61%. As such, the percent positive = 61.46%.

3.5. Knowledge of Electoral Process

Table 14: Knowledge of Electoral Process—Part 1

	Percent			Total
	True	False	Don't Know	
If you are registered to vote in a federal election, you do not need to register to vote in a provincial election.	34%	55%	11%	100%
You can register when you vote in a provincial election.	81%	14%	5%	100%
As long as you're registered to vote, it is not necessary to update your address information every time you move.	15%	84%	2%	100%
To vote in a provincial election you must be a Canadian citizen.	89%	9%	2%	100%
In a provincial election, you can vote at any voting place in the province.	34%	60%	6%	100%
You must prove your identity and residential address to vote in a provincial election.	97%	2%	1%	100%
If you don't have identification, someone can vouch for you in a provincial election.	40%	51%	9%	100%
Advance voting is open to all voters in a provincial election.	88%	8%	4%	100%
Voters can vote by mail if they can't get to a voting place during a provincial election.	54%	30%	16%	100%

Note: The correct answer for each question was 'true', except for the question "As long as you're registered to vote, it is not necessary to update your address information every time you move" (correct response: 'false').

Table 15: Knowledge of Electoral Process—Part 2

	Percent			Total
	Yes	No	Don't Know	
Can eligible voters register online to vote in a provincial election?	57%	17%	26%	100%
Can eligible voters register by telephone to vote in a provincial election?	42%	39%	20%	100%
Have the electoral district boundaries changed since the 2005 provincial election?	49%	31%	19%	100%
There was a referendum at the same time as the 2005 provincial election. Will there be a referendum with the 2009 provincial election?	63%	21%	17%	100%

Note: The correct answer for each question was 'yes'.

3.6. Elections BC Advertising

Table 16: In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?

	Percent (n=762)
TV	70%
Newspaper	67%
Information flyer	55%
Radio	55%
Enumeration notice	54%
Elections BC website	17%
Other Internet source	14%
Movie ads	7%
Facebook	6%
Signs	5%
Word of mouth	3%
Party sources (convention/rally/campaign office)	0.8%
Candidates	0.5%
Other	3%
Have not read or heard Elections BC information/Don't know	4%

Table 17: Number of Modes of Advertising Seen or Heard

	Percent (n=762)
0	4%
1	10%
2	14%
3	18%
4	26%
5	15%
6 or more	13%
Total	100%

4.0 APPENDIX C: PRE-ELECTION VOTER AWARENESS SURVEY

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.

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?

[*WORDS IN CAPS ARE NOT TO BE READ OUT TO RESPONDENTS]

- CONTINUE
- REFUSAL
- NO ANSWER/CALL BACK
- SCHEDULE A SPECIFIC CALL BACK
- OUT OF SERVICE/BUSINESS => /END
- NO ONE IS ELIGIBLE TO VOTE => /END [DETERMINED BY Q1-Q3]

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*.

[READ IF NECESSARY: If you have any questions about this survey, please contact BC Stats at 250-387-5545 in Victoria or 1-888-447-4427.

If you would like confirmation that Elections BC is undertaking this survey, please contact an Elections BC representative at 1-800-661-8683 / TTY 1-888-456-5448.]

DEMOGRAPHICS / PRE-QUALIFY²¹

The survey is aimed at people who are eligible to vote in B.C. provincial elections. We'll start by asking a few questions to determine if you meet the survey criteria.

Q1. Are you a Canadian citizen?

- YES GO TO Q2
- NO GO TO Q3a

Q2. Have you lived in B.C. for the last 6 months?

[NOTE TO INTERVIEWER: If temporarily away during the last six months, but considers himself or herself to be a resident of B.C., then the answer to this question is 'YES']

- YES GO TO Q3
- NO GO TO Q3a

Q3. Are you 18 years of age or older?

- YES GO TO Q4
- NO ASK: Will you be 18 by May 12, 2009?
IF YES GO TO Q4
IF NO GO TO Q3a

Q3a. Is there anyone else in your household who is a Canadian citizen, has lived in BC for the last 6 months, and is or will be 18 years of age or older by May 12 this year?

- YES ASK: Could I speak to this person?
IF NOT AVAILABLE AT THE MOMENT, RECORD THE FIRST NAME OF THE PERSON _____ AND ARRANGE CALL BACK.
IF NEW RESPONDENT ON THE LINE, REINTRODUCE AND START FROM Q1.
- NOCODE RESPONDENT APPROPRIATELY
 1. CITIZENSHIP DISQUALIFIED - NOT A CANADIAN
 2. RESIDENCE DISQUALIFIED - (CANADIAN CITIZEN) NOT LIVED IN B.C. FOR 6 MONTHS
 3. AGE DISQUALIFIED - (CANADIAN CITIZEN, BC RESIDENT) NOT 18 YEARS OF AGE OR OLDERPOLITELY TERMINATE, SAY: Since this survey is intended for people who are eligible to vote in BC provincial elections, that's all the questions I have for you. Thank you and have a good day/afternoon/evening.

²¹ Questions in this section were used to determine that the respondent was an eligible voter. Results for these questions are not presented in this report.

[NOTE TO INTERVIEWER: Need to loop back and ask Q1-Q3 if the person who answers the phone is not the one who does the survey – that is, Q1, Q2, AND Q3 need to be answered/recorded for the person who ultimately does the survey]

Q4. In what year were you born?

- RECORD RESPONSE _____ [RANGE: 1900-1992]
- REFUSED

Q5. [DO NOT READ] Gender

INTERVIEWER: record gender from voice.

- Female
- Male

Q6. [AUTOMATIC IMPORT FROM SAMPLE] Region of residence

VOTING INTERESTS AND PRACTICES

**Q7. Do you know when the next PROVINCIAL election is in B.C.?
IF YES, ASK: when will it be? [DO NOT READ LIST]**

- YES, MAY - SOMETIME
- YES, MAY 12
- YES, OTHER RESPONSE (*INCORRECT RESPONSE*)
- NO/DON'T KNOW
- REFUSED

Q8. Are you registered to vote in a PROVINCIAL general election in B.C.?

- YES
- NO
- DON'T KNOW
- REFUSED

Q9. Did you vote in the last PROVINCIAL election in 2005?

- YES
- NO
- CAN'T REMEMBER
- DON'T KNOW
- REFUSED

AWARENESS/PERCEPTION OF ELECTORAL PROCESS²²

Next I will read you some statements about the upcoming provincial election. Using a five-point scale where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree that...?
[RANDOMISE Q10-Q13]

Q10. I know what I need to do to vote in a PROVINCIAL election.

- 5 - Strongly Agree
- 4
- 3
- 2
- 1 - Strongly Disagree
- DON'T KNOW
- REFUSED

Q11. I know how to update my voter registration information.

- 5 - Strongly Agree
- 4
- 3
- 2
- 1 - Strongly Disagree
- DON'T KNOW
- REFUSED

Q12. Voting is easy.

- 5 - Strongly Agree
- 4
- 3
- 2
- 1 - Strongly Disagree
- DON'T KNOW
- REFUSED

Q13. I am interested in what is going on in politics.

- 5 - Strongly Agree
- 4
- 3
- 2
- 1 - Strongly Disagree
- DON'T KNOW
- REFUSED

²² Results from questions in the 'Awareness/Perceptions of Electoral Process' section (Q10 - Q13) are reported in the 'Engagement of the Electorate' section of the report.

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.

[NOTE TO INTERVIEWER: IF RESPONDENTS WOULD LIKE TO KNOW THE ANSWERS TO Q14-Q26, SAY "You can find the right answers on the Elections BC's website at www.elections.bc.ca, or call the Elections BC's toll free number: 1-800-661-8683"]

Q14. If you are registered to vote in a federal election, you do not need to register to vote in a PROVINCIAL election.

- True
- False
- DON'T KNOW
- REFUSED

Q15. You can register when you vote in a PROVINCIAL election.

- True
- False
- DON'T KNOW
- REFUSED

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
- REFUSED

Q17. To vote in a PROVINCIAL election you must be a Canadian citizen.

- True
- False
- DON'T KNOW
- REFUSED

Q18. In a PROVINCIAL election, you can vote at any voting place in the province.

- True
- False
- DON'T KNOW
- REFUSED

- Q19. You must prove your identity and residential address to vote in a PROVINCIAL election.**
- True
 - False
 - DON'T KNOW
 - REFUSED
- Q20. If you don't have identification someone can vouch for you in a PROVINCIAL election.**
- True
 - False
 - DON'T KNOW
 - REFUSED
- Q21. Advance voting is open to all voters in a PROVINCIAL election.**
- True
 - False
 - DON'T KNOW
 - REFUSED
- Q22. Voters can vote by mail if they can't get to a voting place during a PROVINCIAL election.**
- True
 - False
 - DON'T KNOW
 - REFUSED

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

- Q23. Can eligible voters register online to vote in a PROVINCIAL election?**
- YES
 - NO
 - DON'T KNOW
 - REFUSED
- Q24. Can eligible voters register by telephone to vote in a PROVINCIAL election?**
- YES
 - NO
 - DON'T KNOW
 - REFUSED

Q25. Have the electoral district boundaries changed since the 2005 PROVINCIAL election?

- YES
- NO
- DON'T KNOW
- REFUSED

Q26. There was a referendum at the same time as the 2005 PROVINCIAL election. Will there be a referendum with the 2009 PROVINCIAL election?

- YES
- NO
- DON'T KNOW
- REFUSED

[NOTE TO INTERVIEWER: IF RESPONDENTS WOULD LIKE TO KNOW THE ANSWERS TO Q14-Q26, SAY "You can find the right answers on the Elections BC's website at www.elections.bc.ca, or call the Elections BC's toll free number: 1-800-661-8683"]

VOTING INTENTIONS²³

Q27. Do you intend to vote in the next PROVINCIAL election?

[INTERVIEWER NOTE: question is about the respondent's decision to vote and not about who to vote for]

- YES
- NO
- HAVEN'T DECIDED WHETHER OR NOT TO VOTE YET
[INTERVIEWER NOTE: includes don't know, maybe, and not sure]
- REFUSED

²³ Results for Q27 ('Voting Intentions') are presented in the 'Voting Intentions, Interest & Practices' section of the report.

EBC ADVERTISING

Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?

[INTERVIEWER NOTE: read list; respondent can choose any or all that apply.]

- a) Radio
- b) TV
- c) Enumeration notice *[INTERVIEWER NOTE: letter sent to all addresses in February, bright yellow]*
- d) Information flyer *[INTERVIEWER NOTE: sent to all households in April with info about election and referendum, red and white]*
- e) Facebook
- f) Movie ads
- g) Newspaper
- h) Elections BC website
- i) Other Internet source
- j) Other: (please specify)
- k) HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
[MUTUALLY EXCLUSIVE]
- l) DON'T KNOW /NO OPINION
- m) REFUSED

END (INT)

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

[*READ IF NECESSARY*: If you have any questions about this survey, please contact BC Stats at 250-387-5545 in Victoria or 1-888-447-4427.

If you would like confirmation that Elections BC is undertaking this survey, please contact an Elections BC representative at 1-800-661-8683 / TTY 1-888-456-5448.]

- 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
- CITIZENSHIP DISQUALIFIED - NOT A CANADIAN CITIZEN
=> /END
- RESIDENCE DISQUALIFIED - (CANADIAN CITIZEN) NOT LIVED IN B.C.
FOR 6 MONTHS => /END
- AGE DISQUALIFIED - (CANADIAN CITIZEN, BC RESIDENT) NOT 18
YEARS OF AGE OR OLDER => /END

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