

# 2009 Elections BC Post-Election Voter/Non-Voter Satisfaction Survey Executive Summary Report



BCStats



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## 1.0 EXECUTIVE SUMMARY

Following the 2009 General Election, BC Stats administered the *2009 Post-Election Voter/Non-Voter Satisfaction Survey* on behalf of Elections BC. This survey had two 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 to identify barriers that may have hindered their participation in the electoral process.

The *2009 Post-Election Voter/Non-Voter Satisfaction Survey* was conducted via telephone between May 19th and June 3rd, 2009 by NRG Research of Vancouver, B.C., on behalf of BC Stats (see Appendix A for survey methodology). This survey was administered to individuals who reported having voted in the May 12<sup>th</sup> provincial election (defined as "voters" for the purpose of this report) and individuals who reported being eligible to vote but who did not vote in the recent election (defined as "non-voters"). Detailed results are presented in Appendices B (overall tables) and C (voter/non-voter tables).

### 1.1. Characteristics of Those Who are Eligible to Vote

The eligible voters<sup>1</sup> surveyed were predominantly from B.C.'s Mainland/Southwest region (59%), Vancouver Island/Coast region (18%), and Thompson/Okanagan region (12%). Those surveyed were between 18 and 95 years of age. Slightly more than half were female (52%) and 48% were male.<sup>2</sup>

More than half (51%) of the eligible voters surveyed had a college or university-level education, 25% had completed some post-secondary education, and of the remaining 24%, 17% had a high school diploma and 7% did not.

#### 1.2.1 Characteristics of Voters and Non-Voters

Voting behaviour varied by level of education, age, and how long the eligible voter had lived in British Columbia:

- Voters tend to have completed a post-secondary degree.
  - Voters were more likely to be college or university graduates (56% versus 47% of non-voters);
- Voters tend to be older than non-voters.
  - Almost half of all voters (49%) were over age 55, compared to 20% of non-voters.
- Voters tend to be long-term residents of B.C.
  - About one-quarter (26%) of non-voters had lived in B.C. for 12 years or less.
  - About 4-out of-10 (39%) voters have resided in B.C. for 45 years or more.

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<sup>1</sup> 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. Eligible voters include actual voters and non-voters.

<sup>2</sup> Due to quota sampling, the regional, age, and gender proportions approximate the distribution of the B.C. population.

Eligible voters (both voters and non-voters) reported the same voting behaviours as other members of their households. Individuals are more likely to vote when other members of their household vote. Eighty-five percent of voters reported that other members of their household voted in the May 12<sup>th</sup> election compared to 33% of non-voters.

## 1.2. Voting Interests and Attitudes

Voters are clearly more engaged in civic life than non-voters. Voters were much more likely to agree that they are interested in what is going on in politics generally (81% versus 48% of non-voters) and in the 2009 provincial election specifically (74% versus 30% of non-voters) (see Table 1). Also, almost all voters (99%) said they were interested in elections at some level of government, while 13% of non-voters reported not being interested in elections at any level of government.

Not only are voters more interested in politics, but they also believe that they have an important role to play in politics. Voters were more likely than non-voters to agree that their vote matters in provincial election (84%) and that the outcome of the provincial election has a direct effect on them (70%).

**Table 1: Voter and Non-Voter Engagement**

	Percent Positive	
	VOTER	NON-VOTER
My vote matters in a provincial election.	84%	54%
Generally, the outcome of the provincial election has a direct effect on me.	70%	43%
I am interested in what is going on in politics.	81%	48%
I was interested in the 2009 provincial election.	74%	30%

While the large majority of non-voters agreed that voting is both easy (72%) and important (76%), and that they know what they need to do to vote in a provincial election (82%), they still did not vote (see Table 2). Perhaps this is linked to the earlier observation that non-voters do not think that their vote matters in a provincial election, and they tend to think that the election does not directly affect them.

There is a strong relationship between civic engagement and voting. Those who vote expressed stronger attitudes about voting (see Table 2). Further, voters were also more likely than non-voters to agree that politics and current events were discussed frequently in their household when they were growing up (44% versus 31%).



Another sign that voters truly are more engaged in civic processes is that they were only slightly more likely than non-voters to indicate that the election race would affect their voting behaviour (voters: 44% versus non-voters: 38%). In other words, the closeness of the election race does not influence voters – they turn out regardless.

**Table 2: Attitudes of Voters and Non-Voters**

	Percent Positive <sup>3</sup>	
	VOTER	NON-VOTER
I know what I need to do to vote in a provincial election.	97%	82%
It is important that people vote in elections. <sup>4</sup>	96%	76%
Voting is easy.	91%	72%
Schools should do more to educate children on the benefits of voting and political participation.	82%	71%
I am more likely to vote if the election race is close.	44%	38%
Politics and current events were discussed frequently in my household when I was growing up.	44%	31%

### 1.3. Voter's & Non-Voters' Experiences

#### 1.3.1. Voters' Experiences

The majority of voters agreed that the voting process is easy – 94% reported that locating their voting place or a place to vote was easy<sup>5</sup> and 95% indicated that going through the voting process and casting their ballot was easy (see Table 3).

**Table 3: Ease of Voting**

It was easy ...	Percent Positive
To locate your voting place or a place to vote	94%
To go through the voting process and cast your ballot	95%

<sup>3</sup> Percent positive, unless otherwise stated, refers to the proportion of respondents who gave a "4" or "5 – Strongly Agree" on a scale from "1-Strongly Disagree" to "5-Strongly Agree".

<sup>4</sup> Respondents were asked, "Based on a scale from 1 to 5, where 1 is "Not At All Important" and 5 is "Very Important", in your view, how important is it that people vote in elections?"

<sup>5</sup> Respondents who answered "4" or "5 – Very Easy" when asked the questions "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?" and "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?"

Further, over 90% of voters reported that their voting place was convenient (see Table 4).

Overall, 86% of voters were satisfied with the way Elections BC administered the election.

**Table 4: Voter Convenience and Satisfaction**

	Percent Positive
Was the voting place in a convenient location?	93%
Satisfied with the way Elections BC administered the election?	86%

People vote for a variety of reasons. Some vote to support a particular party or candidate, others feel it is their responsibility and others vote to exercise their civic rights. Table 5 outlines the main reason individuals gave for voting. More than one-third of the reasons given had to do with the issues or the desire to support a particular political agenda. Another 28% of the reasons provided indicated voters felt that it was their responsibility or duty. Voting was emphasized as something that “should” be done rather than something voters did because of their political beliefs. Over one quarter (28%) of the reasons given were democracy-based or rights-based explanations.

**Table 5: What was the MAIN reason why you voted during the May 12th provincial election?<sup>6</sup>**

<i>Because of ...</i>	(n=677)
The issues	39%
It is my responsibility	28%
I believe in democracy	28%
Other	6%
Total number of comments	773

<sup>6</sup> Percentages reported in this table are calculated out of the total number of responses rather than the total number of respondents. Many respondents provided comments which were coded into multiple categories.

### 1.3.2. The Experiences of Non-Voters

Many non-voters reported specific personal circumstances as the main reason why they did not vote (see Table 6). These circumstances included:

- being too busy;
- being out of their electoral riding, town or province;
- being ill or physically unable to attend; and
- situations which were outside of their control (such as family emergencies).

**Table 6: What was the MAIN reason why you did NOT vote during the May 12th provincial election?<sup>7</sup>**

<i>Because of...</i>	<b>(n=761)</b>
Specific personal circumstances	35%
Disengagement	29%
Lack of knowledge	16%
Pessimism	7%
Inaccessibility or inconvenience	5%
Other	9%
Total number of comments	818

Over one-third of the main reasons non-voters gave for not voting indicated that they are either disengaged or pessimistic (36%) – 29% of the reasons indicated the non-voter was skeptical of politics, lacked interest in the issues, or disliked the candidates or parties, and an additional 7% of the responses indicated that non-voters felt their vote did not matter or did not vote because it was clear which party or candidate would win.

Of all the reasons given for not voting, only 21% of the cited reasons, including lack of knowledge about the election, inaccessibility and inconvenience, are clearly within Elections BC's mandate.

### 1.4. EBC Advertising

Almost all eligible voters (96%) saw some form of Elections BC information or advertising leading up to the election. Nonetheless, a greater proportion of non-voters (6% compared to 2% of voters) reported that they did not see, hear or read any information or advertisements from Elections BC.

Compared to non-voters, voters were more likely to indicate that they received material from Elections BC including 'where to vote' information cards, enumeration notices, or other information flyers. When voters were asked to rate how useful the information they had received was in assisting them to register and vote, 81% reported that the information was useful.

The majority of all eligible voters (81%) indicated that Elections BC should be at least partially responsible for public education about democracy and the electoral process (including school programs).

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<sup>7</sup> Percentages reported in this table are calculated out of the total number of responses rather than the total number of respondents. Many respondents provided comments which were coded into multiple categories.

## 1.5. Voting History

Voters have a history of civic engagement (see Table 7). The majority of voters reported having voted not only in the most recent provincial election, but also in the 2008 federal election (94%), the 2005 provincial election (93%) and the 2008 municipal election (79%).

**Table 7: Voting History**

<i>Did you vote in the...</i>	Percent <sup>8</sup>	
	VOTER	NON-VOTER
Last federal election (October 2008)	94%	63%
Last provincial election (May 2005)	93%	62%
Last municipal election (November 2008)	79%	40%
<b>Total</b>	<b>100%</b>	<b>100%</b>

Over 60% of non-voters reported voting in the 2008 federal election and the 2005 provincial election, but only 40% reported voting in the most recent municipal election.

## 1.6. Voting Intentions

Across all levels of government, the intent to vote is strong among both voters and non-voters (see Table 8).

It is not surprising that the vast majority of voters reported that they would likely vote in the next federal, provincial and municipal elections.

Nearly half of all non-voters stated that they would likely vote in the next municipal election (the level of government that traditionally experiences the lowest voter turnout) and over half reported that they would likely vote in the next provincial (55%) and federal (62%) elections. However, when asked about the timing of their decisions to vote, 45% of all non-voters made the decision to abstain from voting on the day of the election. Regardless of their stated intentions, whether those who chose not to vote in the 2009 provincial election will make it to the polls in 2013 remains to be seen.

**Table 8: Voting Intentions**

<i>What is the likelihood that you will vote in ...</i>	Percent Positive	
	VOTER	NON-VOTER
The next federal election	97%	62%
The next provincial election (May 2013)	96%	55%
The next municipal election (Nov 2011)	82%	49%
<b>Total</b>	<b>100%</b>	<b>100%</b>

<sup>8</sup> Percentages were based on the group eligible voters for each election.

## 1.7. Recap

While the majority of non-voters agreed that voting is easy and that they know what they need to do to vote, they still did not vote. This may be because they believe that their vote does not matter and do not think that the election directly affects them. This disengagement was echoed in the reasons they gave for not voting. When asked why they did not vote, they frequently indicated that they were disengaged, too busy, or pessimistic.

On the other hand, voters expressed a variety of reasons for choosing to vote (nearly evenly split between those who vote for issue-based reasons, responsibility-based reasons, and democracy-based reasons). Compared to non-voters, they also reported stronger attitudes about voting on all other aspects of civic engagement and the voting process. Voters' suggestions for improving the voting process focused largely on improving education about the process and the importance of voting.

## 2.0 APPENDIX A: METHODS

### 2.1. Survey Design

The *2009 Post-Election Voter/Non-Voter Satisfaction Survey* gathered information from individuals who voted in the May 12<sup>th</sup> general provincial election and eligible voters who chose not to vote. Working from the 2005 baseline surveys, the *2009 Post-Election Voter/Non-Voter Satisfaction Survey* measures both voters' satisfaction with the electoral process and non-voters' perspectives, particularly with regard to barriers that may have hindered their participation in the 2009 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.

### 2.2. Questionnaire

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

- Demographics;
- Voting history;
- Voting interests and attitudes;
- Timing of voting decisions;
- Reasons for voting;
- Recent voting experience;
- Timing of decision not to vote;
- Reasons for not voting;
- Elections BC advertising; and
- Voter and non-voter comments.

### 2.3. Sample and Survey Administration

The *2009 Post-Election Voter/Non-Voter Satisfaction Survey* was conducted via telephone between May 19<sup>th</sup> and June 3<sup>rd</sup>, 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.<sup>9</sup> were established at the onset of the survey.<sup>10</sup>

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

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<sup>9</sup> Cariboo, Kootenay, Mainland/Southwest, Nechako, North Coast, Northeast, Thompson/Okanagan, and Vancouver Island/Coast.

<sup>10</sup> In addition, quotas were set for each of the census districts and for gender.

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.

A total of 750 surveys were completed by eligible voters who stated that they voted, in addition to 750 surveys from individuals who were eligible to vote but did not.

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 that, if they chose to participate, 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*.

## 2.4. Survey Response Rate and Margin of Error

In total, 1,500 eligible voters completed the survey, providing an overall response rate of 12.7% (see Table 9).<sup>11</sup> Approximately half (47%) of these respondents voted in the May 12<sup>th</sup> general provincial election and the remaining 53% reported that they did not vote in the election.

**Table 9: Response Rate**

In Scope	Refusals	Respondents	Response Rate
11,798	10,298	1,500	12.7%

BC Stats calculated the margin of error for the key question for eligible voters, “*What is the likelihood that you will vote in the next provincial general election, scheduled for May 2013?*” (see Table 10). The majority of survey respondents (74.3%) indicated that they were likely to vote in the next provincial election (by giving a ‘4’ or ‘5-Very Likely’ rating). The resulting margin of error was  $\pm 2.2$  percentage points (ppts) 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 indicated that they would likely vote in the next provincial general election would be between 72.1% and 76.5%.

<sup>11</sup> 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:  $1500 \div 52928 = 3\%$ .

**Table 10: Margin of Error**

Key Question for Voters:	Percentage	Margin of Error
<i>What is the likelihood that you will vote in the next provincial general election, scheduled for May 2013?</i>	<b>74.3%</b>	<b>± 2.2 pts</b>

## **2.5. Interpreting the Results**

### *2.5.1. Quantitative Analysis*

This report provides tabulations of the results for the *2009 Post-Election Voter/Non-Voter Satisfaction Survey*. Appendix B: Overall Tables presents the results for all respondents (all of whom were determined to be eligible voters). Appendix C: Voter/Non-Voter Tables compares the results for those who self-identified as voters and non-voters in the 2009 provincial election.

The results for all questions that used a 5-point response scale 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.

### *2.5.2. Qualitative Analysis*

The qualitative results (the answers provided to open-ended questions) were read and coded (categorized) into one or more minor themes. After all the comments were coded, the minor themes were grouped into broader aggregate themes. 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. Many respondents provided comments which were coded into multiple themes. 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.



### 3.0 APPENDIX B: OVERALL TABLES

Appendix B outlines the overall findings from the survey. The following section, Appendix C, compares the responses of voters and non-voters.

#### 3.1. Characteristics of Eligible Voters

**Table 11: Region**

Region	Percent
Cariboo	4%
Kootenay	4%
Mainland/Southwest	59%
Northern <sup>12</sup>	4%
Thompson/Okanagan	12%
Vancouver Island/Coast	18%
<b>Total</b>	<b>100%</b>

**Table 12: Age**

	Percent
18-24 years old	10%
25-34 years old	17%
35-44 years old	16%
45-54 years old	24%
55-64 years old	16%
65-74 years old	10%
75+ years old	8%
<b>Total</b>	<b>100%</b>

**Table 13: Gender**

	Percent
Male	48%
Female	52%
<b>Total</b>	<b>100%</b>

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<sup>12</sup> Northern includes Nechako, Northeast, and North Coast.

**Table 14: Which of the following best describes the highest level of education that you have achieved?**

	Percent
Some high school or less	7%
High school grad	17%
Some post-secondary	25%
College or university grad	51%
<b>Total</b>	<b>100%</b>

### 3.2. Voting Behaviour

**Table 15: Did you vote in the May 12th provincial election?**

	Count <sup>13</sup>	Percent
Yes - Voter	750	47%
No - Non-Voter	750	53%
<b>Total</b>	<b>1500</b>	<b>100%</b>

#### 3.2.1. Household Voting

**Table 16: Besides yourself, how many eligible voters reside in your household?**

	Percent
None	22%
1	46%
2	19%
3	9%
4	3%
5 or More	1%
<b>Total</b>	<b>100%</b>

<sup>13</sup> The counts represented in this table are unweighted. The proportions throughout the report are weighted.

**Table 17: Did any other member(s) of your household vote in the May 12th provincial election?**

	Percent
Yes	59%
No	41%
<b>Total</b>	<b>100%</b>

### *3.2.2. Voting History*

**Table 18: Thinking back to the last federal election in October 2008, were you eligible to vote and did you vote in the federal election last fall?**

	Percent
Yes - Eligible And Voted	76%
No - Eligible And Did Not Vote	22%
No - Not Eligible To Vote	2%
<b>Total</b>	<b>100%</b>

**Table 19: Now thinking back four years ago, were you eligible to vote and did you vote in the 2005 provincial election?**

	Percent
Yes - Eligible And Voted	70%
No - Eligible And Did Not Vote	20%
No - Not Eligible To Vote	10%
<b>Total</b>	<b>100%</b>

**Table 20: Were you eligible and did you vote in the last B.C. municipal election in November of 2008?**

	Percent
Yes - Eligible And Voted	57%
No - Eligible And Did Not Vote	40%
No - Not Eligible To Vote	3%
<b>Total</b>	<b>100%</b>

### 3.2.3. *Voting Intentions*

**Table 21: Voting Intentions**

**What is the likelihood that you will vote in the ...**

	Percent						
	1 - Not At All Likely	2	3	4	5 - Very Likely	% Positive	Mean Score
Next federal election	9%	3%	10%	10%	68%	78%	81
Next provincial general election (May 2013)	10%	4%	12%	11%	63%	74%	78
Municipal Election (November 2011)	14%	7%	14%	12%	52%	64%	70

### 3.2.4. *Voting Interests and Attitudes*

**Table 22: Between federal, provincial or municipal elections, which level are you most interested in?**

	Percent
Federal	40%
Provincial	26%
Municipal	9%
Interested In Multiple Levels Equally	18%
Not interested, "None"	7%
<b>Total</b>	<b>100%</b>

**Table 23: Interest in the 2009 Provincial Election**

**Based on a scale from 1 to 5, where 1 is not at all interested and 5 is very interested, how interested were you in ...**

	Percent						
	1 - Not At All Interested	2	3	4	5 - Very Interested	% Positive	Mean Score
The 2009 provincial election	16%	13%	20%	20%	31%	51%	59

**Table 24: Importance of Voting in Elections**

Based on a scale from 1 to 5, where 1 is not at all important and 5 is very important, in your view, how important is it that ...

	Percent						
	1 - Not At All Important	2	3	4	5 - Very Important	% Positive	Mean Score
People vote in elections	4%	2%	9%	17%	68%	85%	86

**Table 25: Voting Attitudes**

Please answer based on a scale from 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree' ...

	Percent						
	1 - Strongly Disagree	2	3	4	5 - Strongly Agree	% Positive	Mean Score
I know what I need to do to vote in a provincial election.	3%	2%	5%	11%	78%	89%	89
Voting is easy.	4%	5%	10%	16%	65%	81%	83
Generally, the outcome of the provincial election has a direct effect on me.	10%	10%	24%	21%	35%	55%	65
I am interested in what is going on in politics.	9%	8%	20%	27%	36%	63%	68
Schools should do more to educate children on the benefits of voting and political participation.	4%	4%	16%	20%	56%	76%	80
My vote matters in a provincial election.	10%	7%	15%	17%	50%	68%	73
I am more likely to vote if the election race is close.	31%	12%	17%	12%	29%	41%	49
Politics and current events were discussed frequently in my household when I was growing up.	23%	17%	24%	15%	23%	37%	50

### 3.3. Voters' Experiences

The tables in this section represent questions that were asked of voters only.

**Table 26: Thinking back to that time and the May 12th election, which of the following describes when you decided to vote?**

	Percent
Before the election campaign was underway	75%
During the election campaign	19%
On election day	6%
<b>Total</b>	<b>100%</b>

**Table 27: Can you tell me the reasons why you voted during the May 12th provincial election? Of the reasons you gave, what was the MAIN reason why you voted during the May 12th provincial election?:<sup>14</sup>**

Because ...	ALL REASONS <sup>15</sup> (n=694)	MAIN REASON (n=677)
<b><i>Of the issues</i></b>	<b>33%</b>	<b>39%</b>
I wanted to support a party or candidate	10%	12%
I am concerned about a particular issue raised in the campaign	8%	10%
I wanted a change	6%	6%
I wanted to vote against a particular party or candidate	5%	4%
I care about the outcome <sup>16</sup>	--	3%
Particular issues raised in the campaign effect me directly	2%	2%
My opinions on Electoral Reform	2%	2%
I wanted a particular person or idea represented in the Legislature	1%	1%
<b><i>Of my responsibility</i></b>	<b>32%</b>	<b>28%</b>
It is my duty to vote	16%	17%
I think voting is important	--	4%
I think that if you don't vote, you can't complain	5%	4%
I think everyone should vote	11%	3%
I wanted to set an example for others / children	0.1%	--
<b><i>Of my belief in democracy</i></b>	<b>27%</b>	<b>28%</b>
It is my right to vote.	9%	10%
I wanted to express my opinion / have my voice heard	6%	7%
I think every vote counts	3%	5%
I wanted to protect democracy	6%	2%
I think voting is a privilege	3%	2%
I wanted to participate in democracy	--	2%
<b><i>Other</i></b>	<b>7%</b>	<b>6%</b>
I always vote	3%	3%
I chose to / I wanted to	1%	1%
I am generally interested in politics	1%	1%
I was persuaded by others	1%	0.3%
I don't know	0.2%	--
Other reasons	1%	1%
Total number of comments	1116	773

<sup>14</sup> Percentages greater than .05 were rounded up to 1%; those less than .05 were rounded to one decimal point.

<sup>15</sup> Respondents were first asked to provide all the reasons why they voted. Then they were asked to provide the "main" reason why they voted in the provincial election. Many respondents provided multiple responses for each question.

<sup>16</sup> In some cases, respondents were more specific about their "main" reason for voting. In these cases a particular reason will appear in the "main reason" column but not in the "all reasons" column.

**Table 28: Recent Voting Experience**

Based on a scale from 1 to 5, where 1 is 'very difficult' and 5 is 'very easy', how easy or difficult was it ...

	Percent						
	1 - Very Difficult	2	3	4	5 - Very Easy	% Positive	Mean Score
To locate your voting place or a place to vote	1%	2%	3%	4%	90%	94%	95
Once you were at the voting place, how easy or difficult was it to go through the voting process and cast your ballot	1%	1%	3%	10%	86%	95%	95

**Table 29: Voting Location**

Based on a scale from 1 to 5, where 1 is 'very inconvenient' and 5 is 'very convenient'...

	Percent						
	1 - Very Inconvenient	2	3	4	5 - Very Convenient	% Positive	Mean Score
Was the voting place in a convenient location?	2%	1%	4%	6%	87%	93%	94

**Table 30: Overall Satisfaction with Voting Experience**

Overall, based on a scale from 1 to 5, where 1 is 'very dissatisfied' and 5 is 'very satisfied', how satisfied were you with ...

	Percent						
	1 - Very Dissatisfied	2	3	4	5 - Very Satisfied	% Positive	Mean Score
The way Elections BC administered the election?	1%	2%	10%	21%	65%	86%	87



### 3.4. Non-Voters' Experiences

The tables in this section represent questions that were asked of non-voters only.

**Table 31: Thinking back to that time and the May 12th election, which of the following describes when you decided not to vote?**

	Percent
Before the election campaign was underway	26%
During the election campaign	24%
On election day	45%
Didn't even think about voting	5%
<b>Total</b>	<b>100%</b>

**Table 32: Can you tell me the reasons why you did not vote during the May 12th provincial election? Of the reasons you gave, what was the MAIN reason why you did NOT vote during the May 12th provincial election?**

Because ...	ALL REASONS <sup>17</sup> (n=770)	MAIN REASON (n=761)
<b><i>Of specific personal circumstances</i></b>	<b>33%</b>	<b>35%</b>
I was too busy	16%	18%
I was out of town	5%	6%
I was ill or physically unable to attend a voting place	5%	6%
I was out of province	4%	3%
There were unusual circumstances outside of my control (e.g. Family emergency)	3%	2%
I was out of my riding	0.4%	0.2%
<b><i>Of disengagement</i></b>	<b>30%</b>	<b>29%</b>
I have a general dislike of politics / I am sceptical of politics	7%	7%
I wasn't concerned about the issues raised in the campaign	0.5%	2%
I didn't like any of the candidates	8%	7%
I didn't like any of the parties or platforms	6%	5%
I wasn't interested in the election	7%	7%
I didn't like any party's stand on a particular issue	1%	1%
I have had negative experiences with voting or politics in the past	0.1%	0.2%

<sup>17</sup> Respondents were first asked to provide all the reasons why they did not vote. They then were asked to narrow that answer to the "main" reason why they did not vote in the provincial election. Many respondents provided multiple responses for each question.

Because ...	ALL REASONS <sup>17</sup> (n=770)	MAIN REASON (n=761)
<b><i>Lack of knowledge</i></b>	<b>17%</b>	<b>16%</b>
I didn't know enough about the parties or platforms	8%	9%
I didn't get my voters card / I didn't know what to do	3%	2%
I didn't know where to vote	2%	2%
I needed help registering	1%	1%
I didn't know when to vote	1%	1%
I didn't think I was eligible	0.4%	1%
I am uncomfortable with the process of voting	0.4%	0.4%
I didn't have proper ID or had recently moved	1%	0.2%
I wasn't aware of advanced polling	0.4%	--
<b><i>Pessimism</i></b>	<b>6%</b>	<b>7%</b>
My vote didn't matter	4%	5%
It was clear which party would win	2%	2%
It was clear which candidate would win	1%	0.4%
<b><i>Inaccessibility or inconvenience</i></b>	<b>7%</b>	<b>5%</b>
The voting location was not convenient	4%	2%
I needed more time to vote (including the advanced polls were not convenient)	2%	1%
I needed a ride	1%	1%
<b><i>Other</i></b>	<b>7%</b>	<b>9%</b>
I forgot	4%	6%
I don't vote for religious or political reasons	1%	1%
Other reasons	1%	1%
I was undecided on voting day	1%	1%
Total number of comments	1067	818

### 3.5. Elections BC Advertising

Both voters and non-voters were asked about their exposure to Elections BC advertising during the campaign.

**Table 33: In the weeks leading up to the election, did you see, hear, or read any Elections BC information or advertising from the following sources?**

	Percent* (n=1500)
TV	73%
Newspaper	67%
Yellow 'Where to Vote' info card	63%
Enumeration notice	60%
Radio	55%
Information flyer	51%
Elections BC website	13%
Other Internet source	13%
Movie ads	8%
Facebook	7%
Other	4%
Did not see, hear or read anything from EBC	4%

\* Percentages may add up to more than 100 due to multiple responses.

**Table 34: Number of Modes of Advertising Seen/Heard**

	Percent
0	4%
1	9%
2	9%
3	15%
4	18%
5	18%
6 or more	27%
<b>Total</b>	<b>100%</b>

**Table 35: Usefulness of EBC Advertising<sup>18</sup>**

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

	Percent						
	1 - Not At All Useful	2	3	4	5 - Very Useful	% Positive	Mean Score
How useful was the information in assisting you to register and vote in the May 12th election?	3%	4%	12%	24%	57%	81%	82

**Table 36: Should Elections BC be responsible for public education about democracy and the electoral process, including school programs?**

	Percent
Yes	76%
Partially / Somewhat <sup>19</sup>	5%
No	19%
<b>Total</b>	<b>100%</b>

<sup>18</sup> Only voters were asked about how useful Elections BC advertising was in assisting them to register for and vote in the 2009 provincial election.

<sup>19</sup> 'Partially/somewhat' was added as a response category for this question (Question 37) while the survey was in the field (after the first round of calls) in order to address respondent comments.

### 3.6. Suggestions for Elections BC

**Table 37: 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.?**

	Percent (n=466)
<b><i>Improve education</i></b>	<b>26%</b>
Educate the public about the benefits of voting	14%
Educate young people about voting	12%
<b><i>Nothing, I am satisfied with the process</i></b>	<b>16%</b>
<b><i>Improve the voting process</i></b>	<b>16%</b>
Introduce compulsory voting	9%
Improve the efficiency of the voting process	2%
Introduce electronic or automated voting	2%
Introduce online voting	2%
Allow voting and develop election material in other languages	1%
Improve staff at polls	1%
<b><i>Improve communication /advertising</i></b>	<b>8%</b>
Improve public awareness about the election	4%
Improve information available about candidates, platforms and referendums	3%
Provide more opportunities for meeting the candidates face-to-face	1%
<b><i>Improve accessibility</i></b>	<b>7%</b>
Increase the number of voting places (especially in rural areas)	3%
Improve accessibility for people with mobility difficulties	2%
Improve access (general)	1%
Improve transportation to polls	1%
<b><i>Improve information about the voting process</i></b>	<b>7%</b>
Provide more individualized information about how and where to vote	5%
Increase accuracy and coverage of notification cards and other materials	2%
<b><i>Change the electoral / political system</i></b>	<b>7%</b>
<b><i>Improve voting hours</i></b>	<b>4%</b>
Maintain or improve advanced voting	3%
Expand voting hours	2%
<b><i>Improve voters list or registration process</i></b>	<b>2%</b>
<b><i>Other suggestions</i></b>	<b>7%</b>
Total number of comments	531

**Table 38: What, if anything would encourage you to vote in the next provincial general election, scheduled for May 2013?<sup>20</sup>**

<b>I would be more likely to vote if ...</b>	<b>Percent (n=575)</b>
<b><i>The political system or parties changed</i></b>	<b>40%</b>
The political parties changed	34%
If the candidates, platforms or issues changed	2%
The political system changed	2%
Voting was mandatory	1%
<b><i>The campaign was improved</i></b>	<b>22%</b>
I received more Information about the parties, candidates or referendums	13%
There was more advertising about where to vote	5%
There was a longer or different style of campaign	2%
I received reminders on voting day	2%
<b><i>My specific personal circumstances changed</i></b>	<b>19%</b>
I want to have a say, or want representation	3%
I was well and in my home riding	13%
My specific circumstances change (e.g. not being busy, having access to a car, good weather)	3%
<b><i>The convenience and accessibility of voting is improved</i></b>	<b>11%</b>
I had a convenient voting place	3%
I had assistance getting to voting place and voting (e.g. getting a ride)	1%
I had more time to vote, or there was better enforcement of the law that allows employees time off to vote	2%
There was improved advanced polling (advertising and process)	2%
There was online voting	2%
The process of registering or voting was easier	1%
<b><i>What would make me more likely to vote: Nothing, not sure</i></b>	<b>7%</b>
Nothing	6%
I am not sure	1%
I don't vote for religious / personal reasons	1%
<b><i>Other reasons</i></b>	<b>4%</b>
Total number of comments	666

<sup>20</sup> Only non-voters were asked if there was anything that would encourage them to vote in the next provincial general election.

## 4.0 APPENDIX C: VOTER/NON-VOTER TABLES

This section compares the responses of voters and non-voters.

### 4.1. Characteristics of Voters and Non-Voters

**Table 39: Voting Practices by Demographic**

**Did you vote in the May 12<sup>th</sup> provincial election?**

		Percent		
Did you vote in the May 12th provincial election?		VOTER	NON-VOTER	TOTAL
<b>Gender</b>				
	Male	49%	47%	48%
	Female	51%	53%	52%
	<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Education</b>				
	Some high school or less	5%	9%	7%
	High school grad	14%	19%	17%
	Some post-secondary	24%	25%	25%
	College or university grad	56%	47%	51%
	<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Age Category</b>				
	18 to 24	6%	14%	10%
	25 to 34	10%	23%	17%
	35 to 44	12%	19%	16%
	45 to 54	23%	24%	24%
	55 to 64	23%	10%	16%
	65 to 74	14%	5%	10%
	75 and older	12%	4%	8%
	<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Years lived in BC</b>				
	4 or less years	3%	10%	7%
	5 to 12 years	7%	16%	12%
	13 to 20 years	12%	17%	15%
	21 to 28 years	13%	13%	13%
	29 to 36 years	11%	16%	14%
	37 to 44 years	15%	11%	13%
	45 years or more	39%	18%	28%
	<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Did you vote in the May 12th provincial election?	VOTER	NON-VOTER	TOTAL
<b>Region</b>			
Mainland/Southwest	59%	59%	59%
Vancouver Island/Coast	18%	18%	18%
Thompson/Okanagan	12%	12%	12%
Cariboo	4%	4%	4%
Kootenay	4%	4%	4%
Northern <sup>21</sup>	4%	4%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## 4.2. Voting Behaviour

### 4.2.1. Household Voting

**Table 40: Besides yourself, how many eligible voters reside in your household?**

	Percent	
	VOTER	NON-VOTER
None	20%	24%
1	48%	43%
2	19%	20%
3	9%	9%
4	3%	3%
5 or More	1%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 41: Did any other member(s) of your household vote in the May 12th provincial election?**

	Percent	
	VOTER	NON-VOTER
Yes	85%	33%
No	15%	67%
<b>Total</b>	<b>100%</b>	<b>100%</b>

<sup>21</sup> Northern includes Nechako, Northeast, and North Coast.



#### 4.2.2. *Voting History*

**Table 42: Thinking back to the last federal election in October 2008, were you eligible to vote and did you vote in the federal election last fall?**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
Yes - Eligible And Voted	94%	60%
No - Eligible And Did Not Vote	5%	36%
No - Not Eligible To Vote	1%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 43: Now thinking back four years ago, were you eligible to vote and did you vote in the 2005 provincial election?**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
Yes - Eligible And Voted	88%	54%
No - Eligible And Did Not Vote	6%	32%
No - Not Eligible To Vote	5%	14%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 44: Were you eligible and did you vote in the last B.C. municipal election in November of 2008?**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
Yes - Eligible And Voted	78%	39%
No - Eligible And Did Not Vote	20%	58%
No - Not Eligible To Vote	2%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>

#### 4.2.3. *Voting Intentions*

**Table 45: What is the likelihood that you will vote in the next federal election?**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
1. Not At All Likely	0.4%	16%
2	0.3%	6%
3	3%	16%
4	4%	15%
5. Very Likely	92%	47%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 46: What is the likelihood that you will vote in the next provincial general election, scheduled for May 2013?**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
1. Not At All Likely	1%	18%
2	0.4%	7%
3	3%	21%
4	5%	18%
5. Very Likely	91%	37%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 47: What is the likelihood that you will vote in the November 2011 municipal election?**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
1. Not At All Likely	5%	22%
2	4%	11%
3	9%	19%
4	8%	16%
5. Very Likely	74%	33%
<b>Total</b>	<b>100%</b>	<b>100%</b>

#### 4.2.4. Voting Interests and Attitudes

**Table 48: Between federal, provincial or municipal elections, which level are you most interested in?**

	Percent	
	VOTER	NON-VOTER
Federal	35%	45%
Provincial	31%	21%
Municipal	7%	10%
Interested In Multiple Levels Equally	26%	12%
None	1%	13%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 49: Based on a scale from 1 to 5, where 1 is not at all interested and 5 is very interested, how interested were you in the 2009 provincial election held in May of this year?**

	Percent	
	VOTER	NON-VOTER
1. Not At All Interested	2%	29%
2	6%	19%
3	18%	22%
4	27%	14%
5. Very Interested	47%	16%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 50: Based on a scale from 1 to 5, where 1 is not at all important and 5 is very important, in your view, how important is it that people vote in elections?**

	Percent	
	VOTER	NON-VOTER
1. Not At All Important	1%	7%
2	0.5%	3%
3	3%	14%
4	10%	23%
5. Very Important	86%	52%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 51: I know what I need to do to vote in a provincial election.**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
1. STRONGLY DISAGREE	1%	6%
2	1%	4%
3	2%	9%
4	7%	15%
5. STRONGLY AGREE	90%	66%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 52: Voting is easy**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
1. STRONGLY DISAGREE	1%	7%
2	2%	7%
3	6%	13%
4	10%	21%
5. STRONGLY AGREE	80%	51%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 53: Generally, the outcome of the provincial election has a direct effect on me.**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
1. STRONGLY DISAGREE	3%	16%
2	7%	13%
3	20%	28%
4	25%	17%
5. STRONGLY AGREE	45%	26%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 54: I am interested in what is going on in politics.**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
1. STRONGLY DISAGREE	1%	16%
2	3%	12%
3	15%	24%
4	30%	26%
5. STRONGLY AGREE	51%	23%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 55: Schools should do more to educate children on the benefits of voting and political participation.**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
1. STRONGLY DISAGREE	3%	5%
2	2%	5%
3	13%	19%
4	19%	21%
5. STRONGLY AGREE	63%	49%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 56: My vote matters in a provincial election.**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
1. STRONGLY DISAGREE	3%	16%
2	3%	11%
3	10%	20%
4	17%	18%
5. STRONGLY AGREE	67%	36%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 57: I am more likely to vote if the election race is close.**

	Percent	
	VOTER	NON-VOTER
1. STRONGLY DISAGREE	32%	30%
2	12%	12%
3	12%	21%
4	9%	15%
5. STRONGLY AGREE	35%	23%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 58: Politics and current events were discussed frequently in my household when I was growing up.**

	Percent	
	VOTER	NON-VOTER
1. STRONGLY DISAGREE	15%	29%
2	14%	19%
3	26%	21%
4	18%	11%
5. STRONGLY AGREE	26%	20%
<b>Total</b>	<b>100%</b>	<b>100%</b>

### 4.3. Elections BC Advertising

**Table 59: In the weeks leading up to the election, did you see, hear, or read any Elections BC information or advertising from the following sources?**

	Percent	
	VOTER	NON-VOTER
Yellow 'Where To Vote' Info Card	75%	52%
TV	75%	71%
Newspaper	73%	62%
Enumeration Notice	68%	53%
Radio	58%	52%
Information Flyer	57%	47%
Elections BC Website	16%	9%
Other Internet Source	13%	14%
Movie Ads	9%	7%
Facebook	6%	8%
Other	4%	4%
Did Not See, Hear Or Read Anything From EBC / Don't Know, No Opinion	2%	6%

**Table 60: Number of Modes of Advertising Seen/Heard**

	Percent	
	VOTER	NON-VOTER
0	2%	6%
1	6%	12%
2	6%	12%
3	15%	15%
4	19%	17%
5	20%	15%
6 or more	32%	22%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table 61: Should Elections BC be responsible for public education about democracy and the electoral process, including school programs?**

	Percent	
	<b>VOTER</b>	<b>NON-VOTER</b>
Yes	73%	78%
Partially / Somewhat <sup>22</sup>	5%	5%
No	22%	17%
<b>Total</b>	<b>100%</b>	<b>100%</b>

<sup>22</sup> 'Partially/somewhat' was added as a response category for this question (Question 37) while the survey was in the field (after the first round of calls) in order to address respondent comments.



## 5.0 APPENDIX D: POST-ELECTION VOTER/NON-VOTER SATISFACTION SURVEY

### *Introduction*

Good morning/afternoon/evening, my name is \_\_\_\_\_. I am calling on behalf of Elections BC, the non-partisan office of the legislature responsible for administering elections in British Columbia. Elections BC is interested in the opinions of people who voted and those who did not vote in the last provincial election.

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*.

[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 or 250-387-5305 in Victoria.]

### *Demographics / Pre-Qualify*

*I'm just going to start by asking you some background questions to determine if you meet the survey criteria.*

#### Q1-Q5 FOR EVERYONE

**Q1. People have many different reasons for deciding whether or not to vote. Did you vote in the May 12th provincial election?**

- Yes - VOTER – skip to Q3a, then Q3b
- No - NON-VOTER
- Don't know or no response - politely terminate ⇒ /INT

**Q2. Were you at least 18 years of age on May 12, 2009?**

- Yes - GO TO Q3b, then Q3a
- No - Go to Q7a
- Don't know or no response - politely terminate ⇒ /INT

**Q3. a. What city or town do you live in? [IF MENTION MORE THAN ONE CITY/TOWN, ASK whichever you spend the most time in] \_\_\_\_**

- And in what year were you born?
- Record response [ALLOW ALL AGE]
- Refused

**Q4. [DO NOT READ] Gender**  
[INTERVIEWER: Record gender from voice]

- Female
- Male

**Q5. [AUTOMATIC IMPORT FROM SAMPLE] Region of residence**

#### **VOTER QUOTA TEST**

**VOTER:** Assess whether voter quota reached. If voter quota **not** reached, ⇒ **Go to Q. 8**  
If voter quota reached, politely terminate.

**NON-VOTER:** ⇒ CONTINUE

**Q6-Q7 FOR NON-VOTERS (TO CHECK ELIGIBILITY TO VOTE)**

**Q6. Are you a Canadian citizen?**

- YES GO TO Q7
- NO GO TO Q7a

**Q7. 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 NON-VOTER QUOTA TEST
- NO GO TO Q7a

**Q7a FOR INELIGIBLE TO VOTE**

**Q7a. Is there anyone else in your household who is a Canadian citizen, has lived in BC for the last 6 months, and was 18 years of age or older on May 12, 2009?**

- 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.
- NO CODE 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 B.C. provincial elections, that's all the questions I have for you. Thank you and have a good day/afternoon/evening.

*[NOTE TO INTERVIEWER: Need to loop back and ask Q1 and Q2-Q7 if the person who answers the phone is not the one who does the survey – that is, Q1, Q2, Q3, Q4, Q5, Q6 and Q7 (where applicable) need to be answered/recorded for the person who ultimately does the survey] Regardless of whether quota met or not: Voter: Q1-Q5; Non-voter (unless disqualified because ineligible to vote or refused screening Qs): Q1-Q7*

## NON-VOTER QUOTA TEST

**VOTER:** ⇒ CONTINUE

**NON-VOTER:** ⇒ Assess whether non-voter quota reached. If non-voter quota not reached, ⇒ Go to Q. 8. If non-voter quota reached, politely terminate.

## Q8-Q26 FOR VOTERS & NON VOTERS

### **Q8. Besides yourself, how many eligible voters reside in your household?**

*[Note to Interviewer: an eligible voter is a Canadian citizen who was 18 years of age or older on May 12, 2009, and had resided in B.C. for at least 6 months on May 12, 2009.]*

- None ⇒ **Go to Q. 10**
- 1
- 2
- 3
- 4
- 5 or more
- Don't know
- Refused

### **Q9. Did any other member(s) of your household vote in the May 12th provincial election?**

- Yes
- No
- Not sure/Don't know
- Refused

### *Voting History*

*Now I'm going to ask you a few questions about past elections.*

[INTERVIEWER: DO NOT READ OUT CATEGORIES FOR Q10-Q12. IF RESPONDENT SAYS "NO", PROBE TO SEE IF RESPONDENT WAS ELIGIBLE TO VOTE.]

### **Q10. Thinking back to the last federal election in October 2008, were you eligible to vote and did you vote in the federal election last fall?**

*[Note to Interviewer: respondent was eligible if a Canadian citizen and 18 years of age or older on October 14, 2008.]*

- Yes - Eligible and voted
- No - Eligible and did not vote
- No - Not eligible to vote
- Don't know /Not sure
- Refused

**Q11. Now thinking back four years ago, were you eligible to vote and did you vote in the 2005 provincial election?**

*[Note to Interviewer: respondent was eligible if a Canadian citizen, 18 years of age or older on May 17, 2005, and had lived in B.C. for at least 6 months preceding General Voting Day – May 17, 2005.]*

- Yes - Eligible and voted
- No – Eligible and did not vote
- No – Not eligible to vote
- Don't know /Not sure
- Refused

**Q12. And were you eligible and did you vote in the last B.C. municipal election in November of 2008?**

*[Notes to Interviewer:*

*- Respondent was eligible if a Canadian citizen, 18 years of age or older on November 15, 2008, and had lived in B.C. for six months and in the municipality for at least 30 days before registering.*  
*- Municipal elections include elections for mayors, councillors, regional district electoral area directors, trustees for the Islands Trust and school board directors.]*

- Yes - Eligible and voted
- No – Eligible and did not vote
- No – Not eligible to vote
- Don't know /Not sure
- Refused

*For the next three questions, please state your answer based on a scale from 1 to 5, where 1 is “not at all likely” and 5 is “very likely”:*

**Q13. What is the likelihood that you will vote in the next federal election?**

- 5 = Very likely
- 4
- 3
- 2
- 1 = Not at all likely
- Don't know / No opinion
- Refused

**Q14. What is the likelihood that you will vote in the next provincial general election, scheduled for May 2013?**

- 5 = Very likely
- 4
- 3
- 2
- 1 = Not at all likely
- Don't know / No opinion
- Refused

**Q15. What is the likelihood that you will vote in the November 2011 municipal election?**

- 5 = Very likely
- 4
- 3
- 2
- 1 = Not at all likely
- Don't know / No opinion
- Refused

### *Voting Interest And Attitudes*

*Now I'm going to ask you a few questions about your interest in politics and voting.*

**Q16. Between federal, provincial or municipal elections, which level are you most interested in? [DO NOT READ LIST]**

- Federal
- Provincial
- Municipal
- Interested in multiple levels equally [IF MENTION MORE THAN 1 LEVEL]
- None
- Don't know / No opinion
- Refused

**Q17. Based on a scale from 1 to 5, where 1 is “not at all interested” and 5 is “very interested”, how interested were you in the 2009 provincial election held in May of this year?**

- 5 = Very interested
- 4
- 3
- 2
- 1 = Not at all interested
- Don’t know / No opinion
- Refused

**Q18. Based on a scale from 1 to 5, where 1 is “not at all important” and 5 is “very important”, 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
- Refused

*Now I’m going to ask you about how much you agree or disagree with a series of statements. Please answer based on a scale from 1 to 5, where 1 is “strongly disagree” and 5 is “strongly agree”.*

*[RANDOMIZE Q19-Q26]*

**Q19. I know what I need to do to vote in a provincial election.**

**Q20. Voting is easy.**

**Q21. Generally, the outcome of the provincial election has a direct effect on me.**

**Q22. I am interested in what is going on in politics.**

**Q23. Schools should do more to educate children on the benefits of voting and political participation.**

**Q24. My vote matters in a provincial election.**

**Q25. I am more likely to vote if the election race is close.**

**Q26. Politics and current events were discussed frequently in my household when I was growing up.**

**Non-Voters ⇒ Go to Timing of Decision Not to Vote, Q.33**

**SCALE:**

- 5 = Strongly Agree
- 4
- 3
- 2
- 1 = Strongly Disagree
- Don't know / No opinion
- Refused

**Voters ⇒ CONTINUE**

**Q27-Q32 FOR VOTERS**

***VOTERS ONLY***

***Timing of Decision to Vote***

*Now we're going to ask you about the timing of your decision to vote.*

**Q27. The provincial election campaign started on April 14, 2009 (also known as Writ Day). Thinking back to that time and the May 12th election, which of the following describes when you decided to vote?**

[INTERVIEWER: READ OUT RESPONSE CATEGORIES.]

- Before the election campaign was underway (i.e. before April 14, 2009 – Writ Day) [INTERVIEWER: if respondent says “I had always planned to vote’ or respondent didn’t make conscious decision about voting, code here]
- During the election campaign (April 14 to May 11)
- On election day (May 12th)
- Don't know
- Refused

***Reasons for Voting***

*Now, we'd like to learn more about why you chose to vote in the 2009 provincial election.*

**Q28. Can you tell me the reasons why you voted during the May 12th provincial election?**

[Note to Interviewer: Record all responses verbatim].

- 
- |                           |                          |
|---------------------------|--------------------------|
| • Don't know / No opinion | [SKIP TO Q29 transition] |
| • Refused                 | [SKIP TO Q29 transition] |



**Q28a. Of the reason or reasons you gave, what was the MAIN reason why you voted during the May 12<sup>th</sup> provincial election?**

*[Note to Interviewer: Record all responses verbatim].*

- 
- Don't know / No opinion
  - Refused

*Recent Voting Experience – Access/Convenience*

The next set of questions concern your voting experience in the May 12<sup>th</sup> provincial election...

**Q29. 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
- Refused

**Q30. 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
- Refused

**Q31. 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
- Refused

**Q32. 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
- Refused

**Voters ⇒ GO TO Q. 35**

**Q33-Q34a FOR NON-VOTERS**

## NON-VOTERS ONLY

### *Timing of Decision Not to Vote*

*Now, we'd like to learn about the timing you decided not to vote in the 2009 provincial election.*

**Q33. The provincial election campaign started on April 14, 2009 (also known as Writ Day). Thinking back to that time and the May 12th election, which of the following describes when you decided not to vote?**

[INTERVIEWER: READ OUT RESPONSE CATEGORIES.]

- Before the election campaign was underway (i.e. before April 14, 2009 – Writ Day)
- During the election campaign (April 14 to May 11)
- On election day (May 12th)
- [DO NOT READ] Didn't even think about voting
- Don't know
- Refused

### *Reasons for Not Voting*

*Now, we'd like to learn more about why you chose not to vote in the 2009 provincial election.*

**Q34. Can you tell me the reasons why you did not vote during the May 12th provincial election?**

[Note to Interviewer: Record all responses verbatim].

- 
- 
- Don't know / No opinion [SKIP TO Q35]
  - Refused [SKIP TO Q35]

**Q34a. Of the reason or reasons you gave, what was the MAIN reason why you did NOT vote during the May 12th provincial election?**

[Note to Interviewer: Record all responses verbatim].

- 
- 
- Don't know / No opinion
  - Refused

## Q35 FOR VOTERS & NON-VOTERS

### *Elections BC Advertising (Voters and Non-Voters)*

**Q35. In the weeks leading up to the election, did you see, hear, 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 and March, 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) Yellow "Where to Vote" info card
- i) Elections BC website
- j) Other Internet source
- k) Other: (please specify)
- l) Did not see, hear or read anything from Elections BC
- m) Don't know / No opinion
- n) Refused

**Non-Voters ⇒ Go to Q. 37**

**Voters ⇒ answers a to k in Q. 35, CONTINUE/ answers l), m), or n) in Q. 35, ⇒ Go to Q. 37**

## Q36 FOR VOTERS a to k IN Q35

**Q36. Based on a scale from 1 to 5, where 1 is "not at all useful" and 5 is "very useful", how useful was the information in assisting you to register and vote in the May 12th election?**

*[NOTE TO INTERVIEWER: This question is NOT being asked about each form of advertising mentioned in Q35. This is a general question.]*

- 5 = Very useful
- 4
- 3
- 2
- 1 = Not at all useful
- Don't know / No opinion
- Refused

#### Q37 FOR VOTERS & NON VOTERS

**Q37. Elections BC is the non-partisan office of the legislature responsible for administering provincial elections in British Columbia. Should Elections BC be responsible for public education about democracy and the electoral process, including school programs?**

- Yes
- No
- Partially/somewhat<sup>23</sup>
- Don't know / No opinion
- Refused

**Non-Voters ⇒ Go to Q. 39**

**Voters ⇒ CONTINUE**

#### Q38 FOR VOTERS

##### *VOTERS Comments*

**Q38. 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]*

*If the respondent only mentions the voting/electoral system: RECORD THIS RESPONSE AND ASK: "Is there anything related to the voting process that can be improved?"*

- 
- 
- Don't know / No opinion
  - Refused

**Voters ⇒ Go to Background Questions, Q.40**

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<sup>23</sup> 'Partially/somewhat' was added as a response category for this question (Question 37) while the survey was in the field (after the first round of calls) in order to address respondent comments.

## Q39 FOR NON-VOTERS

### *NON-VOTERS Comments*

**Q39. What, if anything, would encourage you to vote in the next provincial general election, scheduled for May 2013?**

*[Note to Interviewer: Record all responses verbatim].*

---

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- Don't know / No opinion
- Refused

## Q40-41 FOR VOTERS & NON-VOTERS

### *Background Questions (Voters and Non-Voters)*

Finally, I would like to ask you some background questions. These help us to analyze the information collected.

**Q40. How long have you lived in B.C.? [DO NOT READ LIST]**

- One year or less
- Record number of years (WHOLE NUMBERS ONLY)
- All my life
- Refused

**Q41. Which of the following best describes the highest level of education that you have achieved? [READ LIST]**

- Some high school or less
- High school grad
- Some post-secondary
- College or university grad
- Refused

**Q42. Thank you for your time. Information from this survey will be used by Elections BC to develop effective strategies to encourage voter participation in the future. BC STATS follows up with samples of people we survey to insure the quality and accuracy of these calls or to obtain a better understanding of survey findings. May BC STATS contact you again to ensure quality of our call or to better understand the survey results?**

- YES --if YES, go to Q42a-Q42c
- NO—politely terminate and say: "Thank you for your time. Have a good day/afternoon/evening."

**Q42a. May I have your first and last name?**

[INTERVIEWER NOTE: if respondents are hesitant about giving their name – say: *please be assured that your contact information will not be linked to your answers to the survey questions*].

- Record First name \_\_\_\_\_,  
Record Last name \_\_\_\_\_ [LAST NAME IS OPTIONAL]
- Refused [see Interviewer Note above; if still refuse, continue with Q42b]

**Q42b. May I confirm your 10-digit phone number? Is it the same as the number I am calling you, that is <INSERT NUMBER DIALLED>? [DO NOT READ LIST]**

- Same
- Different, record new number \_\_\_\_\_
- Refused

**Q42c. May I have your email address?**

- NO EMAIL ADDRESS/DO NOT USE EMAIL
- Record email address \_\_\_\_\_
- Refused

**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 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 or 250-387-5305 in Victoria.