



**Results of the Public Opinion Survey  
at the 2004 General Election**

**December 2005**

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## Summary

As part of the evaluation of the 2004 general election, Elections Canada developed and conducted a nationwide survey of electors in the weeks following the election. This report offers an overview of the methodology used and the results.

The results are presented in four major categories: informing electors, advertising campaign, voter turnout and voter attitudes.

The voter information card proved to be an effective tool: 55% of the respondents named it as their main source of information on voting procedures. Close to 85% of respondents (the percentage was slightly lower in the case of young electors and Aboriginal electors) said that they received their information card and roughly 95% of those respondents did not report any errors.

Of the respondents who did not receive their information card or whose card had errors, 42% said that they took steps to correct the situation, mainly by calling the Elections Canada toll-free number or by going to the polling station on election day. A higher proportion of young electors took the initiative to deal with their registration and more often did so at the polling station on election day. Aboriginal respondents were less inclined to take such steps.

The advertising campaign seems to have made a strong impression and the reactions were generally very positive. Close to one respondent in two (49%) said that they recalled seeing or hearing a non-partisan advertisement encouraging people to vote, and 56% recalled hearing the slogan “Why not speak up when everyone is listening?” Advertisements that ran nationally received positive reactions in 61% of cases. As for the campaign specifically targeting Aboriginal electors, 24% of them said that they saw or heard one of the advertisements, and 54% of those respondents said that they had a positive reaction.

The vast majority of electors who said that they voted described their voting experience as easy and satisfactory. The results confirm that lower proportions of youth and Aboriginal electors vote. These two groups found the voting methods slightly less easy and were slightly less satisfied with their voting experience.

With regard to the distance to be travelled to the polling station, the clarity of the information received on site and the language spoken at the polling station, satisfaction levels ranged from 90% to 96%. Levels were slightly lower among young electors (particularly concerning

the distance to the polling station) and Aboriginal electors (most notably, concerning the clarity of the information received).

Respondents who did not vote gave as their main reasons lack of interest, unappealing candidates and lack of free time because of work or family demands. The profile is similar in every age group.

The majority of respondents thought that voting is a civic duty, that every vote matters and that the political issues of the day can be understood by most citizens. Half the respondents said that they followed the campaign with some interest, and 25% found that none of the parties addressed the issues that were really important to them. Compared to older electors, youth were more inclined to say the campaign issues were important to them personally. Higher levels of cynicism were observed among Aboriginal electors, particularly First Nations respondents living on reserve. Overall, however, the data confirm the usefulness of the information and education campaigns targeting youth and Aboriginal electors.

## **Introduction**

As part of the evaluation of the 38th general election, Elections Canada conducted a nationwide survey of electors to determine the opinions, attitudes and knowledge of the general public concerning its services and various other aspects of the election process. Elections Canada also sought to evaluate certain aspects of electors' personal experience of registering and voting. EKOS Research Associates was mandated to develop the methodology and conduct telephone interviews under the leadership of its senior vice-president, Susan Galley. This report offers an overview of the results.

In recent years, Elections Canada has made special efforts to reach certain segments of the electorate known for their low turnout in federal elections. Initiatives have mainly targeted youth and Aboriginal electors. Nationwide surveys offer an excellent opportunity to identify the trends unique to certain groups. To obtain a large enough number of young electors and Aboriginal electors, the two groups were oversampled; that is, their proportion in the sample exceeds their actual proportion in Canada's population. The oversample of Aboriginal electors included Métis, Inuit and First Nations electors living on and off reserve, in both urban and rural environments.

## 1.1 Methodology

Between June 29 and July 12, 2004, on behalf of Elections Canada, EKOS Research Associates conducted 2,822 telephone interviews of Canadian electors (Canadian citizens aged 18 and over). The margin of error for this sample is  $\pm 1.9\%$ , 19 times out of 20.<sup>1</sup> Table 1 presents a socio-demographic breakdown of the sample.

An oversample of 200 electors aged 18 to 24 was added to the 211 obtained at random, for a total of 411 young electors.<sup>2</sup> The margin of error for this group is  $\pm 5.0\%$ . A total of 630 Aboriginal electors were surveyed (30 plus an oversample of 600), with a margin of error of  $\pm 4.0\%$ . Aboriginal respondents were grouped in the categories of First Nations, Métis and Inuit. Separate subcategories grouped First Nations respondents living on and off reserve.

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<sup>1</sup> All the samples presented in this report are probabilistic. The margins of error are based on a confidence interval of 95% (19 times out of 20).

<sup>2</sup> In this study, the “young electors” group includes electors aged 18 to 24.

**Table 1: Elections Canada survey sample – socio-demographic data**

Socio-demographic variables		<i>n</i> <sup>3</sup>	%	Margin of error (%)
Gender	Men	1,373	49	±2.7
	Women	1,449	51	±2.6
Age group	18–24 (young electors)	411	15	±4.9
	25–34	482	18	±4.6
	35–44	580	21	±4.2
	45–54	491	18	±4.5
	55–64	317	12	±5.6
	65 and over	424	16	±4.9
First language	English	1,848	66	±2.3
	French	656	23	±3.9
	Other	309	11	±5.7
Country of birth	Canada	2,441	87	±2.0
	Other	363	13	±5.2
Date immigrated to Canada	Before 1970	204	60	±7.0
	1970 or later	138	40	±8.5
Education level	Elementary/High school/None	1,043	37	±3.1
	Technical/College/CEGEP	746	27	±3.7
	University	1,004	36	±3.2
Household income	Less than \$20,000	351	15	±5.3
	\$20,000–\$39,999	602	25	±4.1
	\$40,000–\$59,999	552	23	±4.3
	\$60,000–\$89,999	478	20	±4.6
	\$90,000 and over	383	17	±5.1
Rural/urban indicator	Rural	593	21	±4.1
	Urban	2,202	79	±2.1
Aboriginal <sup>4</sup>	First Nations living on reserve	273	43	±6.1
	First Nations living off reserve	191	30	±7.2
	Inuit, Métis	166	26	±7.8
	Total Aboriginal respondents	630	100.0	±4.0
Total sample		2,822	100.0	±1.9

<sup>3</sup> The letter *n* represents the sample size.

<sup>4</sup> Except for the oversample of Aboriginal electors, the data presented are weighted based on the 2001 census data.

Further, quotas were used to ensure that each province/territory was adequately represented. As Table 2 shows, Prince Edward Island and Nova Scotia were grouped together, as were the three territories. With the necessary combinations, the regional distribution provides margins of error smaller than  $\pm 6.9\%$ .

**Table 2: Elections Canada survey sample – breakdown by region**

<b>Geographic representation</b>	<b><i>n</i></b>	<b>%</b>	<b>Margin of error (%)</b>
British Columbia	391	14	$\pm 5.1$
Prairies and territories	496	18	$\pm 4.5$
Alberta	276	10	$\pm 6.0$
Saskatchewan	90	3	$\pm 10.5$
Manitoba	107	4	$\pm 9.7$
Territories	22	1	$\pm 21.3$
Ontario	1,063	38	$\pm 3.1$
Quebec	660	23	$\pm 3.9$
Atlantic provinces	213	8	$\pm 6.9$
New Brunswick	68	2	$\pm 12.2$
Nova Scotia and Prince Edward Island	97	3	$\pm 10.2$
Newfoundland and Labrador	48	2	$\pm 14.4$
Canada	2,822	100	$\pm 1.9$

Data are weighted by age, gender and province of residence (2001 census data).

## **Presentation of results**

The following section of the report presents key observations on the overall sample and the oversamples of young electors and Aboriginal electors, as well as highlights from the breakdown by gender, age group, first language, country of birth, date immigrated to Canada, education level and household income. The data are presented in four categories: informing electors, advertising campaign, voter turnout and voter attitudes.

### **1.2 Informing electors**

Under section 18 of the *Canada Elections Act*, the Chief Electoral Officer implements public education and information programs to make the electoral process better known to the public. The aim is to ensure that electors are informed of their right to vote and how to do so. During an election period, Elections Canada mounts a nationwide advertising campaign using



various media, including Canadian television, radio and daily newspapers. One component of the campaign specifically targeting Aboriginal electors places advertisements in Aboriginal newspapers, messages on Aboriginal radio stations (in both official languages and Inuktitut), and advertisements on the Aboriginal Peoples Television Network and CBC North. The Elections Canada Web site ([www.elections.ca](http://www.elections.ca)) and 1-800 number (with its new Voice Response System in 2004) are other widely accessible information sources.

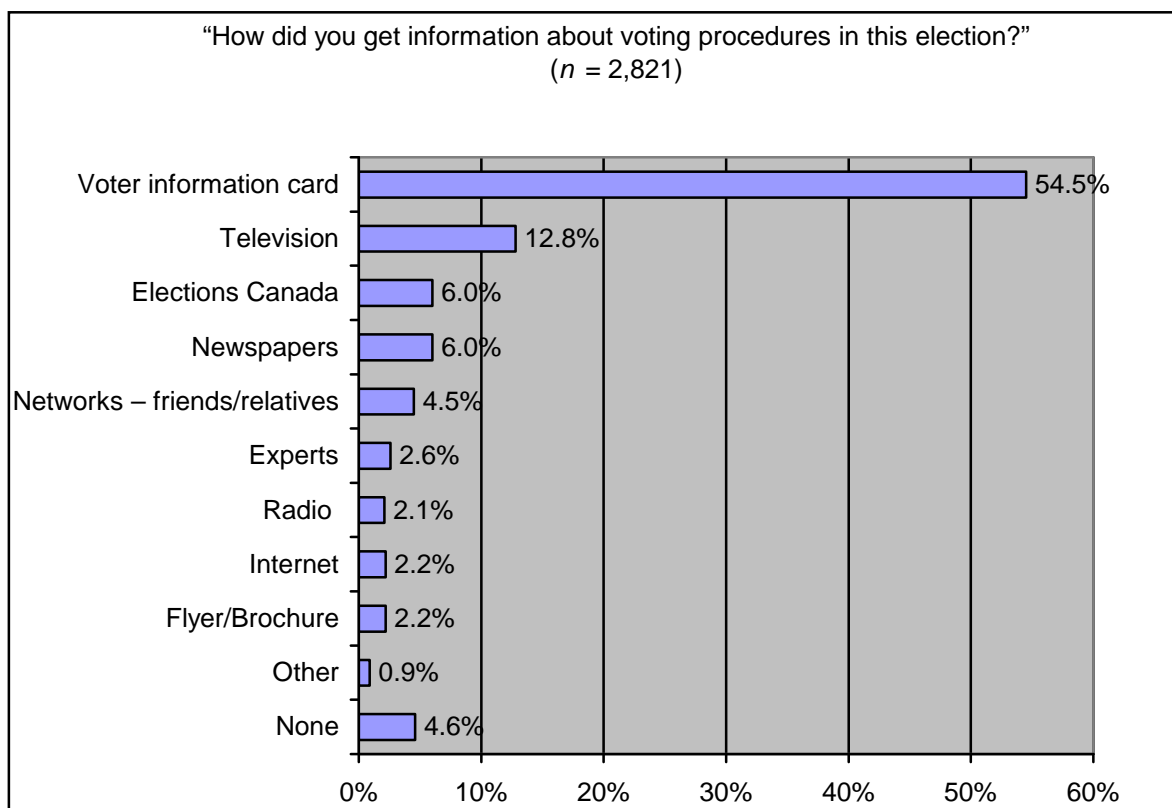
Some important information is provided directly to electors on the voter information card. Under the *Canada Elections Act*, no later than the 24th day before election day, each returning officer sends voter information cards personally addressed to all electors recorded on the preliminary lists of electors to inform them of the voting hours and their assigned polling station. In 2004, for the first time in a general election, one week after the personalized information cards were sent out, Elections Canada distributed a generic (non-personalized) reminder card to every household served by Canada Post. This card described the steps to be taken by an elector who had not received a personalized information card or whose card included inaccurate information.

#### *Sources of information on voting procedures*

Of all the available sources of information on voting procedures, nearly 55% of the respondents identified the voter information card as the most important (see Figure 1); this was followed, in order of importance, by television, newspapers, Elections Canada and social networks (friends and relatives). Nearly 5% of respondents said that they did not consult any particular information source.

The wide distribution of the voter information card and the fact it contained all the information needed for voting may explain, at least partly, why it was given such a great importance. The voter information card was most commonly mentioned by respondents regardless of their socio-demographic profile. However, it was identified as the main information source by lower proportions of young electors (33%) and members of First Nations living on reserve (34%), probably because fewer received a card among these groups (see the following section on the voter information card).

**Figure 1: Sources of information about voting procedures**



Some 17% of young electors said they got information about voting procedures from friends and relatives, and 5% mentioned the Internet; in both cases the proportion was higher than among older electors. Friends and relatives were a leading information source for First Nations electors living on reserve, mentioned by 7% of these respondents; 4% mentioned the office of their band council.

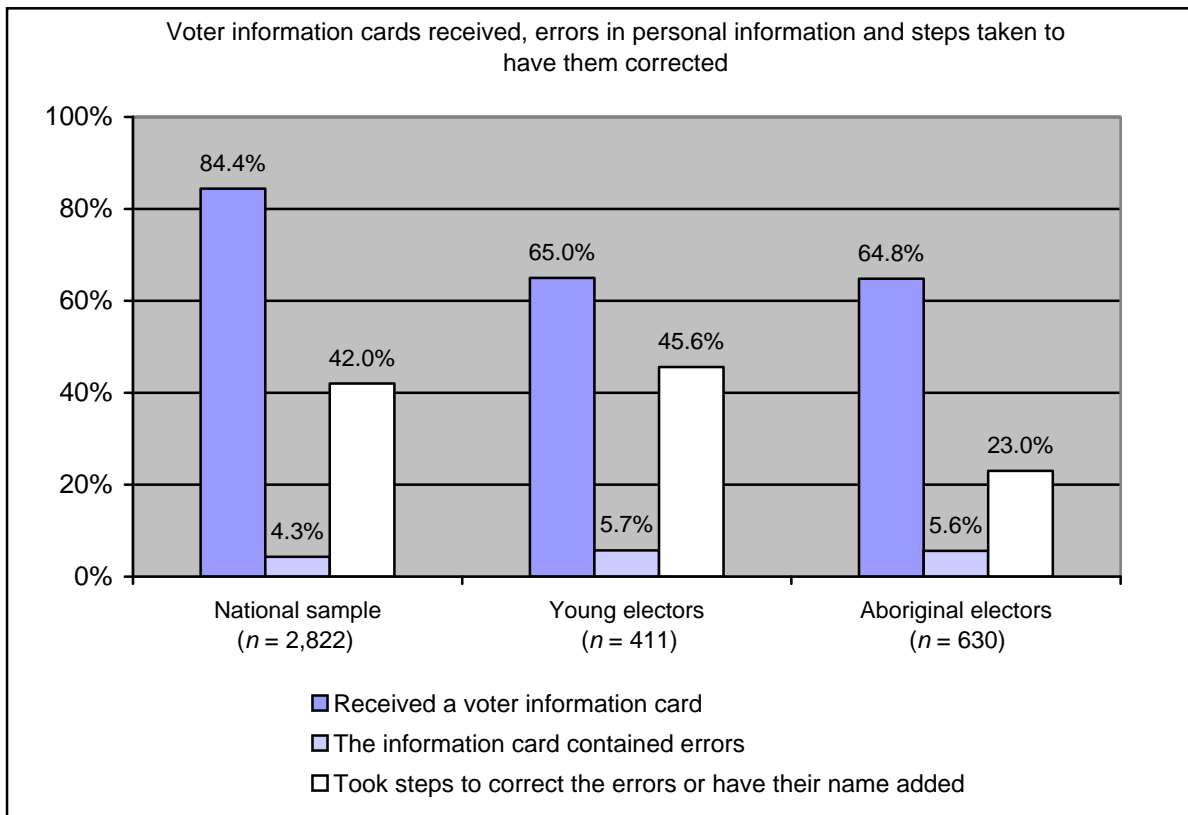
In geographic terms, the voter information card was identified as the main information source by lower proportions of francophones across the country (45%) and Quebec residents (46%). In contrast, it was named by a higher proportion of Ontario residents (60%).

In the overall national sample, respondents with a higher education level and household income were more likely to say they got information from the voter information card and less likely to name television.

*Voter information card*

A little more than 84% of all respondents said that they received an information card addressed to them personally, while 15% said they did not receive one at all. Of young respondents, 65% recalled receiving a card addressed to them; the proportion was 64% among Aboriginal electors and slightly lower (61%) among First Nations respondents living on reserve.

**Figure 2: Voter information card**



Respondents with a higher education level and household income were proportionately more likely to recall receiving a voter information card, as were francophone respondents from across the country and respondents living in Quebec.

Of respondents who said that they received an information card, 4% indicated that although it was addressed to them personally, it contained inaccurate information. Nearly 10% said they received a card addressed to someone who had moved or did not live in their household, and under 2% received only one card that was addressed to someone else. The proportion of those who received a card addressed to someone else was higher among Aboriginal electors (15%), particularly First Nations respondents living off reserve (19%).

### *Registration and corrections*

Of the respondents who said they did not receive a voter information card (15%) or received one with errors (4%), some 42% took steps to correct the situation. The proportion of those taking such steps was higher among respondents below age 35 (46%); it was lower among respondents aged 35 to 44 (36%) and those aged 65 and over (39%).

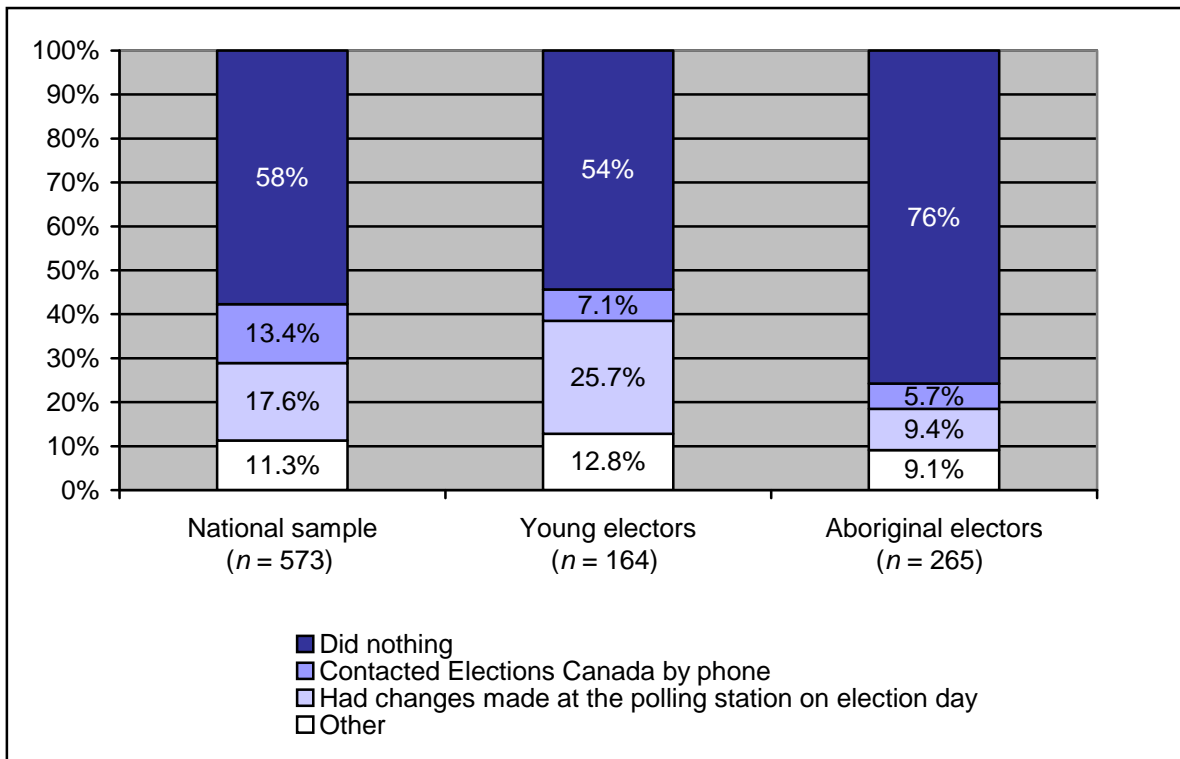
Of the Aboriginal respondents, 23% had their name added to the list or had inaccurate information corrected. The proportion of those taking such steps was 18% in the case of First Nations respondents living on reserve.

Respondents with higher levels of education and household income were less likely to initiate such measures. Quebec was the region in which the proportion of residents doing so was lowest (33%).

Of the respondents who took steps to have changes made or to register, 18% said that they did so at the polling station on election day. The proportion was 26% among young electors and 27% among respondents born outside Canada. Further, 20% of anglophone respondents waited until election day, compared with 12% of francophone respondents. The proportion was significantly lower for respondents from Quebec (7%) and for Aboriginal respondents from First Nations (less than 9%).

Still among respondents who took steps to register, 13% chose to contact Elections Canada by telephone. In 6% of the cases (but under 2% of cases involving young electors), respondents dialed the number on their voter information card.

**Figure 3: Steps for registering or having inaccurate information corrected**



Whatever the steps taken, 74% of the respondents described them as relatively easy (23%) or very easy (51%). The findings indicate, however, that respondents considered procedures at the polling station on election day to be easier (mentioned by 87%) than calling the Elections Canada 1-800 number (69%) or the number on the information card (67%).

Respondents with a first language other than English or French seemed to encounter greater difficulty in taking steps to register or have inaccurate information corrected. Surprisingly, so apparently did university graduates.

In geographic terms, British Columbia respondents faced more difficulty in such attempts than respondents from other regions. In Quebec, a significantly higher proportion of respondents described the level of difficulty as average (neither difficult nor easy).

### *Generic reminder card*

One week after sending the personalized voter information cards, Elections Canada sent a generic reminder card to all addresses served by Canada Post. This explained how to contact Elections Canada in order to register or have corrections made to a registration. It also reminded electors of the dates of advance voting and election day, as well as the various ways to vote.

In contrast to the personalized information card, fewer than half the respondents (46%) recalled receiving a reminder card. The proportion was even lower among Aboriginal respondents (38%) and young electors aged 18 to 24 (28%). It was higher among women (49%) than men (42%). In geographic terms, the proportion of respondents who recalled receiving the card was higher among residents of Quebec (52%) and lower among British Columbia residents (41%).

Among all the respondents who recalled receiving a reminder card, 55% said that they had found it useful (58% of women, compared with 51% of men). The reminder card seems to have been more useful to respondents with a first language other than English or French (63%) and to residents of the Atlantic provinces (67%).

### *Seeking additional information*

Overall, 8% of respondents said that they actively sought additional information from Elections Canada during the election campaign. The proportion was slightly higher among young respondents and Aboriginal respondents (11% in both cases) and respondents with a first language other than English or French (12%). In geographic terms, residents of British Columbia, the Prairies and the territories were more likely to seek additional information than were residents of Ontario, the Atlantic provinces or Quebec.

The three main types of information sought had to do respectively with political parties (sought by 24% of respondents), where to vote (23%) and candidates (11%). The most common method for getting additional information was consulting the Elections Canada Web site, used in just over half the cases (51%). The proportion of respondents using this method was higher among young electors (66%) and decreased substantially with age, reaching zero among those aged 65 and over. The proportion of respondents who used the Elections Canada Web site was also lower among Aboriginal electors (22%) and particularly among First Nations respondents living on reserve (12%). Further, respondents with higher

household income and education level were more likely to consult the Elections Canada Web site.

*Information and registration in brief*

- The voter information card proved to be the most effective tool for providing information about voting procedures.
- Nearly 85% of respondents said they received their information card (slightly less among young and Aboriginal electors).
- Of respondents who received a voter information card, 95% did not report any error in their personal information (slightly less among young and Aboriginal electors).
- Among the respondents who did not receive an information card or whose card contained errors, 42% said they took steps to correct the situation – mainly by going to the polling station on election day or by calling the Elections Canada toll-free number.
- The proportion of those who said they took steps was slightly higher among young electors than among respondents in general. The proportion was lowest among Aboriginal respondents.
- Registration procedures were considered easier at the polling station than by telephone.
- First Nations respondents living on reserve reported having greater difficulty with registration procedures.

### **1.3 Advertising campaign**

Close to half the respondents (49%) said that they saw or heard a non-partisan election advertisement encouraging people to vote. The proportion did not vary significantly from one age group to another, except for those aged 65 and over: 40% of respondents in this group recalled seeing or hearing such an ad. Aboriginal respondents also posted lower recall rates (averaging 42%), especially First Nations respondents living off reserve (37%). Further, the likelihood of recalling an ad encouraging people to vote increased with education level and household income. Geographically, the proportion of those recalling such an ad was highest in Ontario (57%) and lowest in Quebec (41%).

The respondents who recalled seeing or hearing a non-partisan ad were asked if they remembered what the main message was. Slightly under half (47%) recalled a general encouragement to vote. However, nearly one respondent in five (18%) did not recall the

message, and this proportion was higher among Aboriginal electors (38%), especially First Nations respondents living on reserve (48%).

When asked whether they could identify the sponsor of the ad, 23% of the respondents correctly identified Elections Canada, while 34% named a sponsor other than Elections Canada (a political party, the government, etc.). Only 18% of young respondents, 11% of First Nations respondents living off reserve and 6% of those living on reserve correctly identified Elections Canada as the sponsor. The proportion naming Elections Canada was higher among men than women, and higher as well among anglophone respondents than francophones or those with a first language other than English or French. The ability to name Elections Canada was positively related to education level and household income.

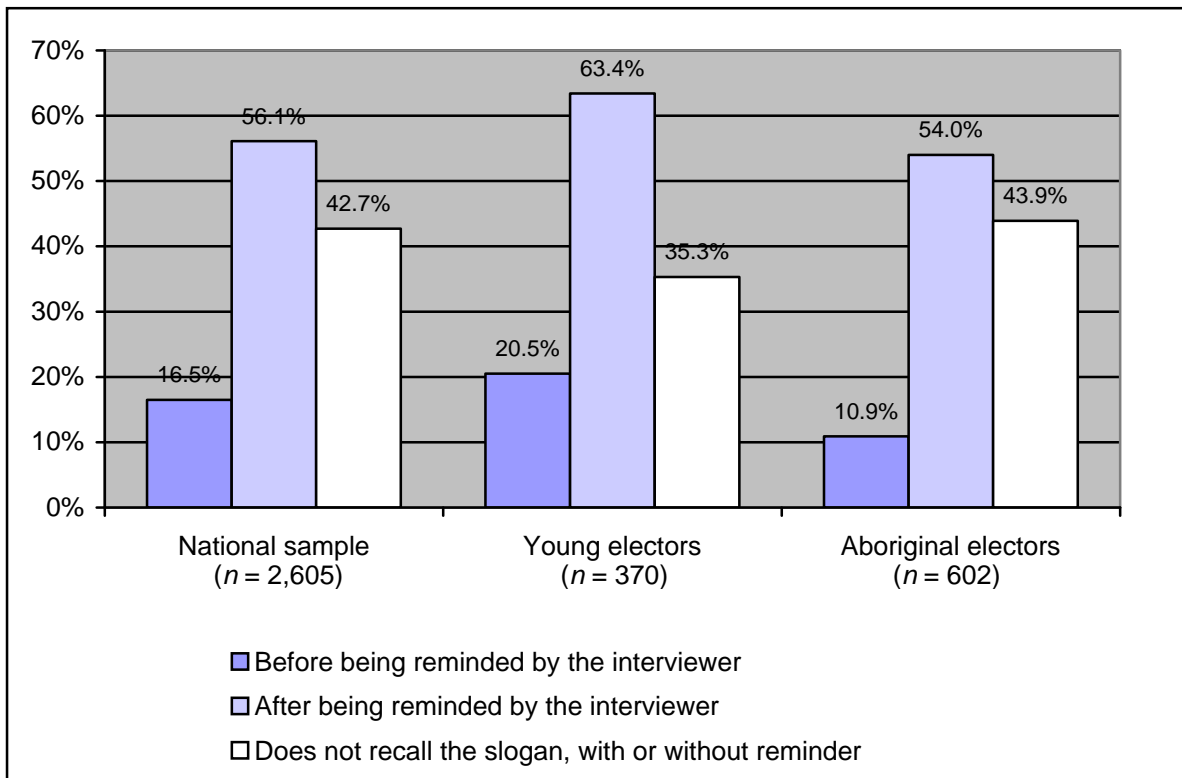
Ads encouraging electors to vote seem to have been well received by the public: 61% of respondents said that their reaction was somewhat positive (29%) or very positive (32%). A negative reaction was reported by slightly less than 10% of respondents overall, and particularly by 16% of Aboriginal electors and 20% of First Nations respondents living on reserve. The proportion of negative reactions was also higher among respondents with a first language other than English or French (19%) and respondents born outside Canada (19%).

### **The slogan “Why not speak up when everyone is listening?”**

Without being reminded of the slogan used by Elections Canada in its ads, 17% of the respondents clearly recalled that this was “Why not speak up when everyone is listening?” The proportion of those recalling the slogan was slightly higher among university graduates (21%) and generally related to household income. In geographic terms, the slogan was more likely to be recalled by residents of Ontario (20%) and Quebec (18%) than residents of other regions (15% in the Atlantic provinces, and 11% in British Columbia, the Prairies and the territories).



**Figure 4: Recall of the slogan “Why not speak up when everyone is listening?”**



On hearing the campaign slogan, 56% of respondents overall remembered it while 43% still did not remember it. Hearing the slogan had greatest impact on young electors: 63% said they remembered it after they heard it. However, the proportion remembering the slogan after hearing it was lower among Aboriginal respondents in general (54%), and still lower among respondents with a first language other than English or French (50%) and those born outside Canada (45%).

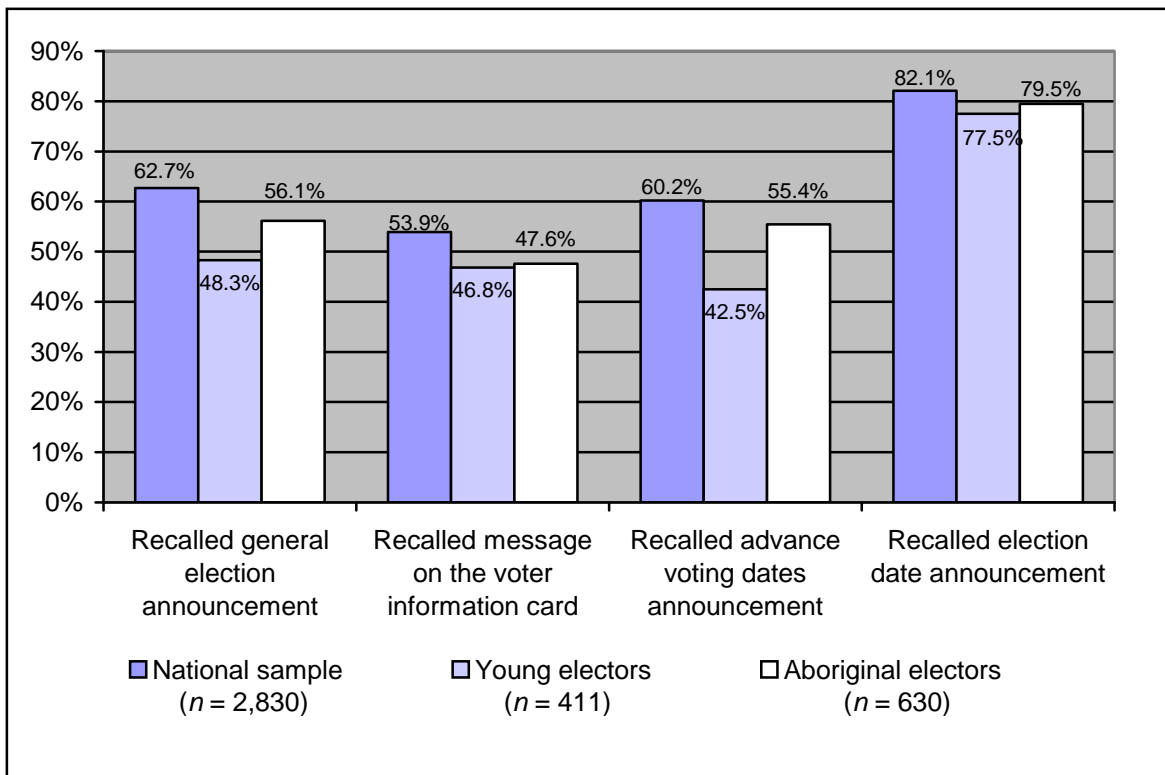
There was no apparent correlation between remembering the slogan and remembering the sponsor of the ad. Respondents who remembered the slogan only after the interviewer reminded them of it were less likely to identify Elections Canada as the sponsor (18% of these respondents) and more likely to have no idea who sponsored the ad (62%), or to associate the slogan with a political party or another organization (20%). Some 63% of respondents overall were unable to associate the slogan with a sponsor; the proportion was higher among young electors (68%) and First Nations respondents (70% on reserve and 74% off reserve).

*Specific messages about voting*

In addition to a common slogan, all the advertisements in the 2004 advertising campaign included a secondary message about a specific stage in the election process. One of the messages announced the launch of the general election, another gave the date of the election, a third reminded electors of the dates for advance voting and a fourth dealt with the voter information card.

The rate of recall of specific messages was 82% for the ad announcing the date of the election, 62% for the message announcing the launch of the election, 60% for the message reminding electors of advance voting dates and 54% for the message about the voter information card. In every case, proportions were lower among younger electors and Aboriginal respondents overall. There seemed to be no clear correlation with education level or household income.

**Figure 5: Recall of specific ad messages**



*Impact of advertisements on likelihood of voting*

When asked about the impact of Elections Canada ads on their decision to use their right to vote, 20% of the respondents said that they had a positive impact and 79% said they had no impact. According to the responses obtained, the Elections Canada ad campaign had a greater

impact on young electors (30%), Aboriginal respondents (32%), respondents with a first language other than English or French (33%), and respondents born outside Canada who immigrated in 1970 or later (40%). Geographically, the ads seem to have had slightly greater impact on respondents from Ontario (22%) and less impact on respondents from the Atlantic provinces (16%) and Quebec (14%).

### *Ads for Aboriginal electors*

The Elections Canada advertising campaign included a component specifically encouraging Aboriginal electors to use their right to vote. An ad was broadcast on the Aboriginal Peoples Television Network and CBC North, messages were aired on around 40 local radio stations, and posters and information flyers were also available in English, French and Inuktitut, as well as 10 other Aboriginal languages. Specific questions about this campaign component were asked of the oversample of Aboriginal electors.

Close to one Aboriginal respondent in four (24%) recalled seeing or hearing an Elections Canada ad specifically encouraging Aboriginal electors to vote. The penetration rate was higher among First Nations respondents living on reserve (31%) than those living off reserve (20%), and reached the lowest point among Inuit and Métis respondents (17%).

Of the Aboriginal respondents who saw or heard such an Elections Canada ad, 38% said that they saw it on television, 26% said that they saw posters or printed material, and 16% said that they heard an ad on radio. Television seemed to have a broader reach among First Nations respondents living off reserve and Inuit and Métis respondents; printed material seemed to have greater visibility among First Nations respondents living on reserve.

Reactions to the ads were positive in the case of 54% of Aboriginal respondents. Reactions were more positive among First Nations respondents living off reserve (68%) than among those living on reserve (52%) or Inuit and Métis respondents (43%).

#### *Advertising campaign in brief*

- ☒ The advertising campaign seems to have made a strong impression: one respondent in two recalled seeing or hearing a non-partisan ad encouraging people to vote.
- ☒ Some 56% of respondents recalled hearing the slogan “Why not speak up when everyone is listening?” The slogan seems to have been better remembered by young electors.
- ☒ A variety of information presented in each advertisement was remembered by proportions of respondents ranging from 63% to 83%. These proportions were lower among Aboriginal respondents and young electors.
- ☒ Elections Canada’s televised ads received positive reactions from 61% of respondents; 54% of Aboriginal respondents reacted positively to the ads targeting Aboriginal electors.

## **1.4 Voter turnout**

In total, 83% of respondents said that they voted in the June 28, 2004, election. Obviously this figure does not match the official turnout rate of 60.9%. Experience shows that election surveys tend systematically to overestimate the turnout rate. This discrepancy may be explained partly by the phenomenon of social “desirability” (voting is generally viewed as socially valued behaviour) and partly by a natural sampling bias (people more likely to vote are also more likely to agree to respond to an election survey). From the standpoint of this study and for purposes of analysis, voter turnout – even if it is self-declared – still helps to identify certain trends and disparities between different socio-demographic groups.<sup>5</sup>

The analysis shows that self-declared turnout rates varied substantially from one group to another. For example, the rate was lower among respondents with a first language other than English or French (79%), respondents with less than high school education (78%), respondents who immigrated to Canada in 1970 or later (76%), and respondents with a household income below \$20,000 (71%). The self-declared turnout was 60% among Aboriginal respondents; the rate was significantly higher among First Nations respondents living off reserve than among other groups of Aboriginal respondents.

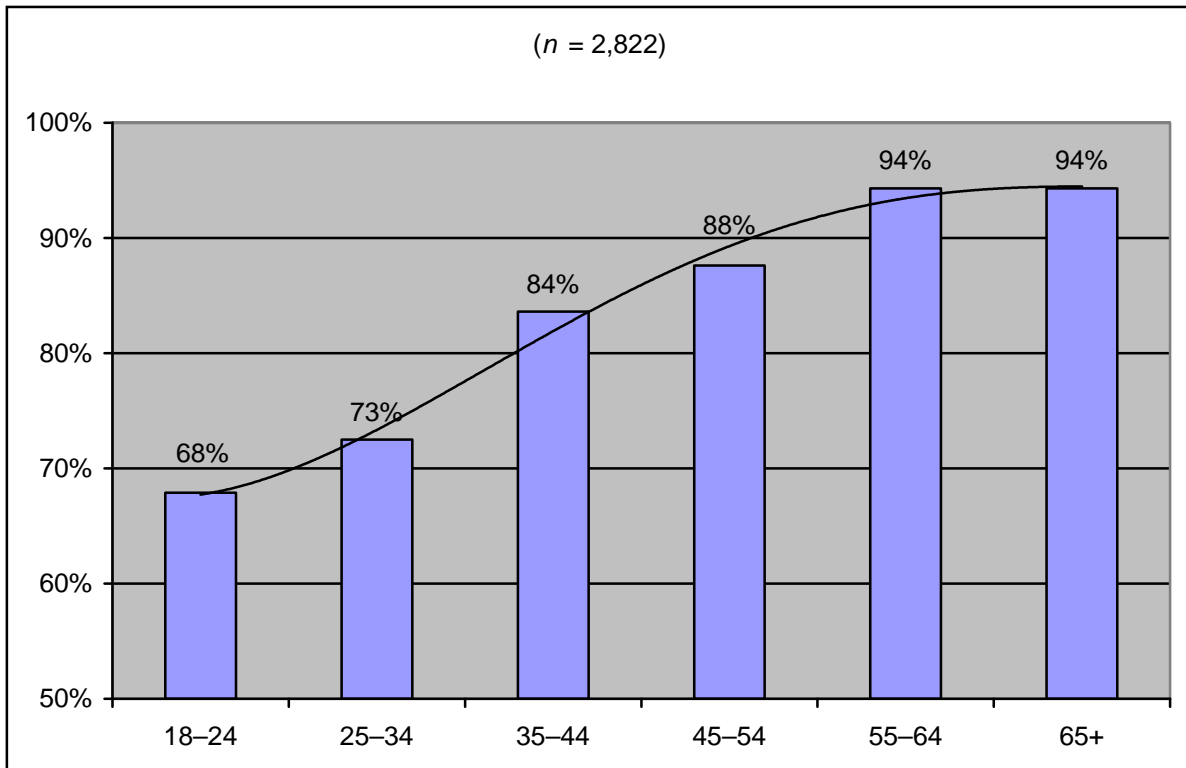
As Figure 6 shows, the breakdown by age group seems to confirm a strong correlation between age and voter turnout, a phenomenon often observed in the past and extensively

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<sup>5</sup> In the absence of any way to verify the truthfulness of the responses provided, this approach assumes that the discrepancy between the real rate and the self-declared rate is stable from one group to another and thus independent of other variables affecting voter turnout.

documented. While 68% of young respondents said that they voted, self-declared turnout increased in a relatively stable manner from one age group to another, peaking at 94% among electors aged 55 and up. Self-declared turnout tended to increase according to education level and household income.

**Figure 6: Voter turnout, by age**



### *Voting methods*

Of all the respondents who said they voted, 87% said they did so at a polling station on election day (the true proportion according to the official results was 90%), 11% at an advance poll (true proportion just over 8%), and 2% by special ballot (true proportion 1.6%).

Older respondents were most likely to have voted at advance polls, with proportions exceeding 17% for respondents aged 55 and up. The voting methods used did not vary significantly according to other socio-demographic factors.

Whatever the voting method used, most respondents described it as easy or very easy. In fact, 93% of all respondents said that procedures at the polling station on election day were very

easy (84%) or easy (9%). Only 3% said they found the procedures difficult; the proportion was higher among Aboriginal electors, particularly First Nations respondents living on reserve (10%).

### *Reasons for not voting*

The respondents who said they did not vote (see Figure 7) gave as their main reasons lack of interest (16% of respondents), the fact that they did not like any of the candidates (15%), and the fact that they were too busy at work (12%) or with their personal/family life (11%). The “other” category (12%) mostly covers reasons having to do with health or transportation.

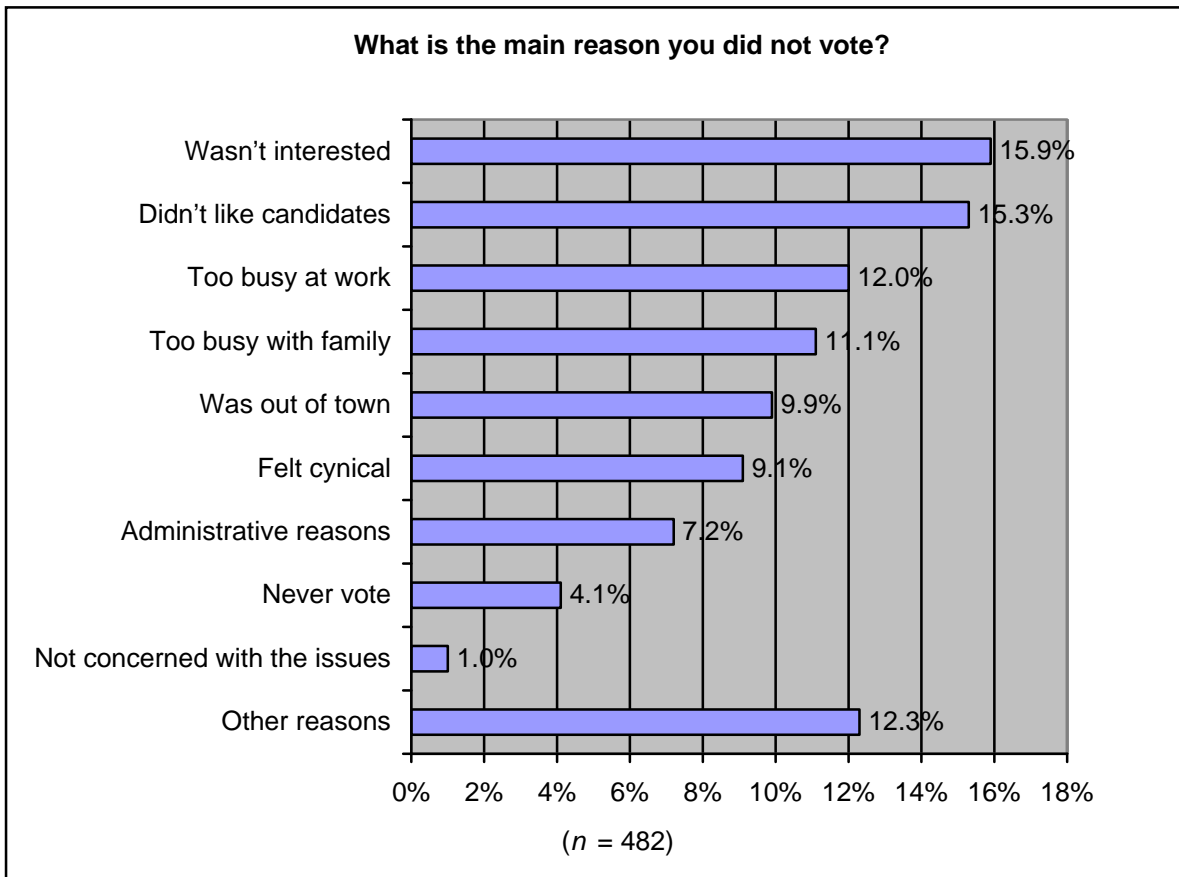
For young electors aged 18 to 24, the reasons most often mentioned were, in order: lack of interest (20%), lack of time because of work (20%), lack of time because of family or personal obligations (14%), and not knowing for whom to vote (10%). For Aboriginal respondents, the reasons most often mentioned had to do with not knowing for whom to vote (17%), lack of interest (11%) and being away from the electoral district on election day (11%). It should be noted that 8% of Aboriginal respondents said they did not vote because they did not know where and when to vote.

Some socio-demographic factors seem to correlate with the reasons mentioned for not voting. For example, personal or family obligations were reported by women more often than men.

A significantly higher proportion of francophone respondents (24%) said that they were simply not interested, while a higher proportion of anglophones (19%) said that they did not like the choice of candidates. Respondents with a first language other than English or French were more likely to think that their vote did not matter or to say that they were away from their electoral district on election day.

Of respondents who said they were not interested in the election, the proportion was higher among those with high school education or lower. The proportion professing lack of interest fell with rising education levels.

**Figure 7: Reasons for not voting**



## 1.5 Attitudes toward voting experience

### *Satisfaction with experience at the polling station*

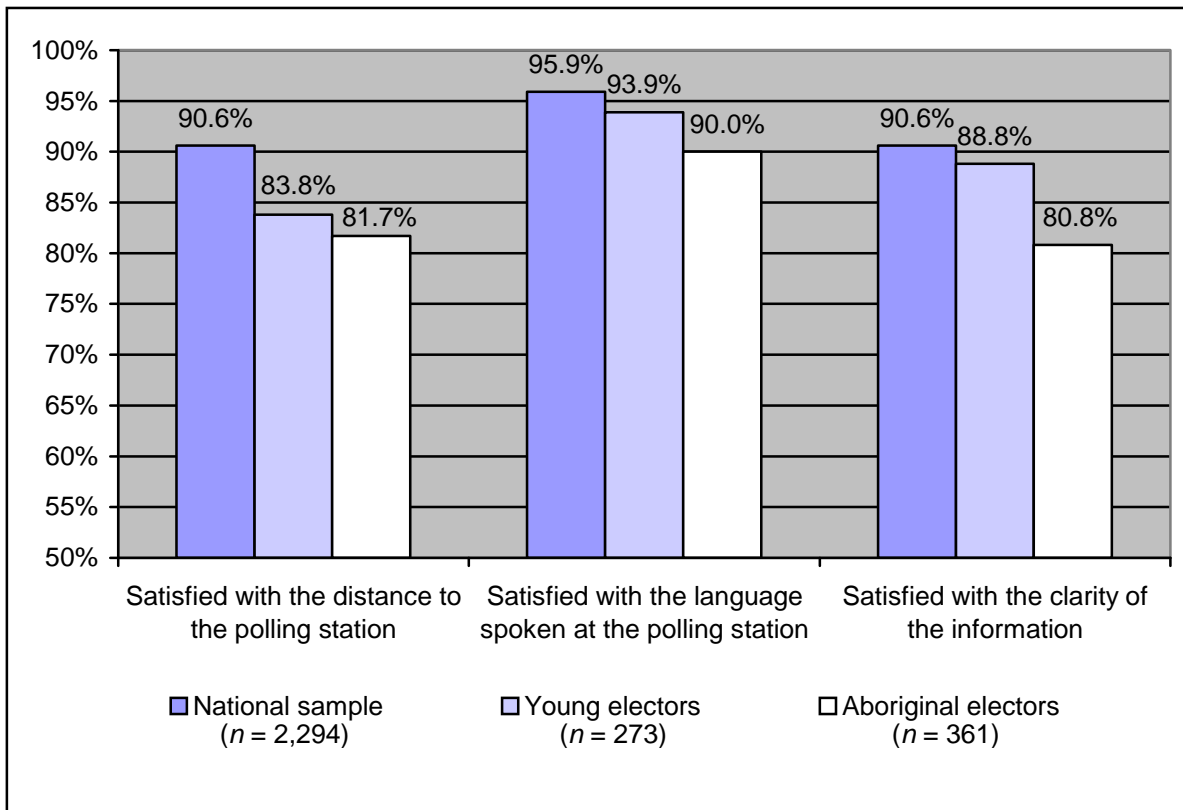
Respondents who said that they voted were asked about their level of satisfaction with the distance of the polling station from their home, as well as the language spoken and the clarity of the information given at the polling station (see Figure 8). For each of these aspects and in every group in the study, the reported satisfaction rates exceeded 90%.

However, while 3% of respondents overall said they were dissatisfied with the distance they had to travel to the polling station, this proportion was 8% among Aboriginal respondents and 10% among First Nations respondents living on reserve. Higher proportions of Quebec residents and respondents with household income under \$20,000 also said they were dissatisfied with the distance they had to travel to the polling station.

Likewise, while fewer than 1% of respondents said they were dissatisfied with the language spoken at the polling station, this proportion was 6% among Aboriginal respondents overall. Respondents with a first language other than English or French were also slightly less satisfied.

Finally, 3% of respondents said they were dissatisfied with the clarity of the information given at the polling station. The proportion was slightly higher among respondents with household income under \$20,000 (5%), youth (6%) and Aboriginal respondents (7%).

**Figure 8: Measures of satisfaction (distance, language, information)**





### *General attitudes*

While circumstantial factors may influence voter turnout, there are also latent predispositions that are expressed in attitudes. These are among the factors that should be taken into account in voter turnout analysis. For the purposes of this survey, these attitudes were measured by asking respondents to describe on a scale of 1 to 5 how much they agreed with a series of statements (see Figure 9).

When asked whether they agreed or disagreed with the statement “My vote doesn’t really matter,” nearly three quarters of the respondents (74%) said they disagreed while 17% said they agreed. The tendency to agree with this statement was markedly higher among Aboriginal respondents overall (32% among First Nations respondents living on reserve, 25% among First Nations respondents living off reserve, and 21% among Métis and Inuit respondents). Respondents with a first language other than English or French and those born outside Canada (particularly those who immigrated before 1970) also were more likely to agree with this statement. Higher education level and household income decreased the tendency to agree with the statement.

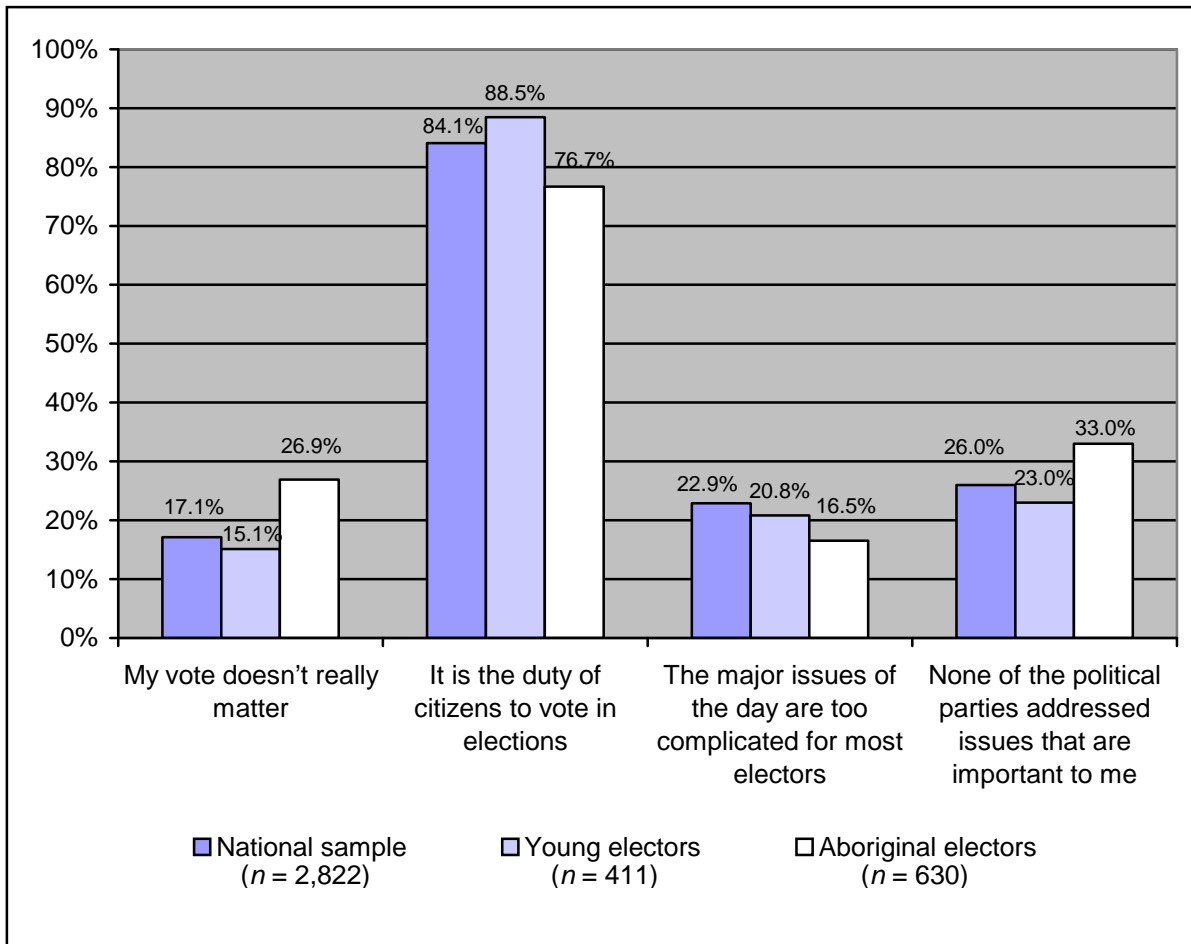
The survey findings suggest that voting is still perceived as a civic duty by most respondents. In fact, 88% of respondents agreed with the statement “It is the duty of citizens to vote in elections.” The proportion was significantly lower among young electors (80%) and First Nations respondents (77% in the case of those living off reserve and 71% in the case of those living on reserve). Men agreed with this statement slightly less than women did.

Concerning the statement “The major issues of the day are too complicated for most electors,” a little more than half the respondents (53%) said they disagreed, while 23% agreed. Young electors did not differ significantly in their opinion from other age groups. However, significantly more anglophone respondents disagreed, while agreement was expressed by a greater proportion of First Nations respondents living on reserve, respondents born outside Canada, and residents of Quebec and the Atlantic provinces. Higher education level and household income decreased the tendency to think that the issues of the day were too complicated for most electors.

The survey also measured agreement with the statement “None of the political parties addressed the issues that are important to me.” Some 45% of the respondents did not agree with this statement, while 26% agreed. Contrary to popular belief, according to these results young electors are not more likely to think that the campaign issues are less important to

them. However, 37% of Aboriginal respondents agreed that the issues did not concern them (29% of Métis and Inuit electors as well as First Nations respondents living off reserve, and 38% of First Nations respondents living on reserve). In general, increased household income correlated with a lower sense of alienation.

**Figure 9: Proportions in agreement with the statements on elections in general**



*Interest in the campaign and knowledge of election platforms*

Slightly under half the respondents (46%) indicated that they followed the election campaign with some interest, while 27% said that they did not have much interest in it. Age seemed to be a determining factor. While 60% of the respondents aged 65 and over said that they followed the election closely, only 30% of young electors said that they did so. Among the Aboriginal respondents overall, 38% said that they followed the campaign; the proportion was 34% among Inuit and Métis electors and First Nations respondents living on reserve, and 39% among First Nations respondents living off reserve. However, the proportion of those

who said that they followed the campaign very closely was lowest among young electors and Aboriginal respondents from First Nations living on reserve.

Education level and household income positively influenced the degree of interest in the campaign. A higher proportion of men (53%) indicated that they followed the campaign closely or very closely, compared to women (39%). Respondents born outside Canada were more likely to follow the campaign closely than respondents born in Canada overall. Francophone respondents across the country or respondents living in Quebec tended to follow the campaign less closely than anglophone respondents or those living outside Quebec.

Concerning knowledge of party policies and election platforms, 39% of respondents overall said that they were somewhat or very knowledgeable, while 11% admitted having no knowledge of them at all. A much higher proportion of men than women said they were knowledgeable. The level of knowledge was lower among youth (25%) and Aboriginal electors (27%), particularly First Nations respondents living on reserve (18%). Residents of Quebec and of rural areas in general said that they were less knowledgeable about policies and election platforms. The level of knowledge seemed to correlate with education level and household income.

#### *Attitudes of Aboriginal electors*

Aboriginal electors were asked questions about their attitudes toward election issues that affected them specifically. Their attitudes were measured by quantifying how much the respondents agreed with a series of statements, using a scale of 1 to 5.

Of the Aboriginal respondents, 67% agreed with the statement “Aboriginal people in Canada would be better off if more Aboriginal people were elected to Parliament.” This proportion was 73% among First Nations respondents living on reserve, 67% among those living off reserve, and 58% among Inuit and Métis respondents.

Further, 54% of Aboriginal respondents said that they would be more likely to vote if there were more Aboriginal candidates in federal elections. The proportion was higher among First Nations respondents living on reserve (68%) than those living off reserve (51%), and was significantly lower among Inuit and Métis respondents (36%).

Some 61% of Aboriginal respondents said that they were in favour of the idea of reserving seats in Parliament for Aboriginal peoples. The proportion was 70% among First Nations respondents living on reserve, 63% among those living off reserve, and 45% among Inuit and Métis respondents.

One last series of questions was designed to gauge Aboriginal electors' sense of belonging to their family, their community, their province or territory, and Canada. In general, the sense of belonging to family was strongest, followed by the community, Canada, and last the province or territory. First Nations respondents living off reserve and Métis and Inuit respondents expressed a stronger sense of belonging to Canada in general than did First Nations respondents living on reserve.

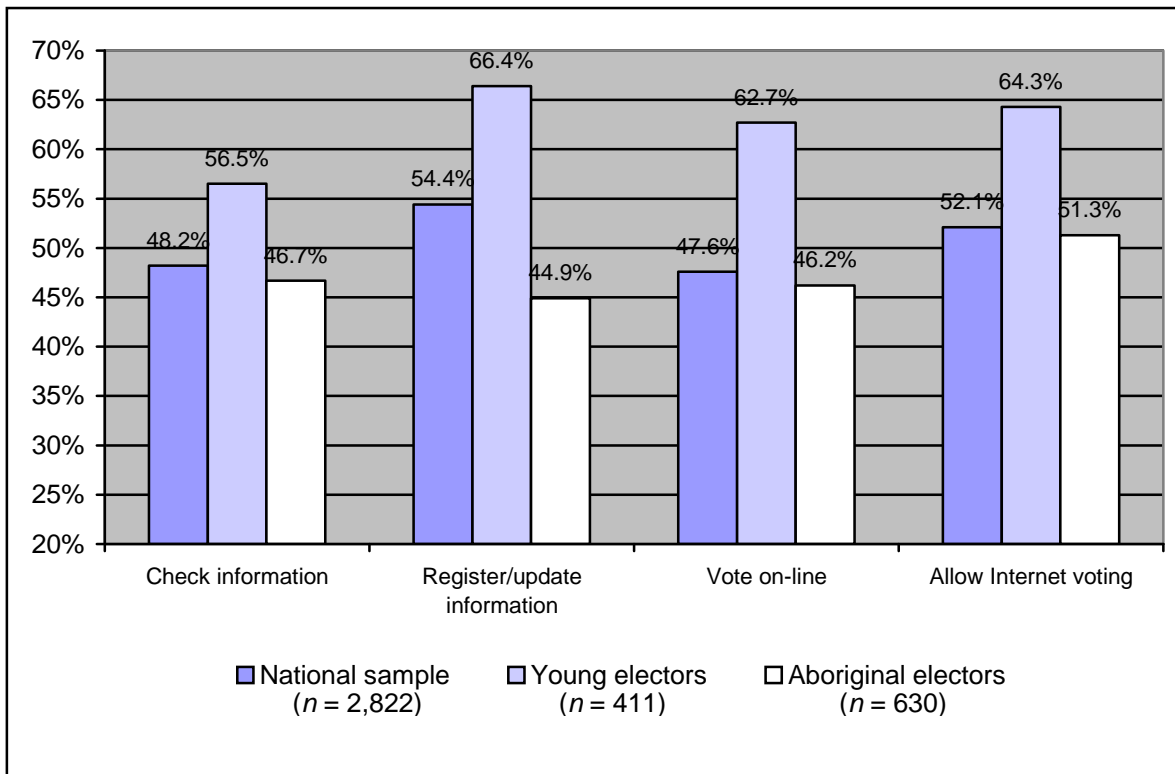
#### *Attitudes toward registering and voting on the Internet*

Survey questions were used to gauge how receptive electors were to the possibility of using the Internet for registration (see Figure 10).

Almost half, or 48% of respondents, said they would be likely (14%) or very likely (34%) to use the Internet to check their voter information if it was possible to do so. Men were more in favour of this idea than women, and younger electors were more in favour than older ones. The proportion increased with household income and was higher among urban residents than respondents from rural areas.

When asked whether they would be likely to use the Internet to register or change their voter information, slightly over half, or 54%, indicated that they probably would do this if it was possible. Once again, the proportion fell with age and increased with education level and household income. The proportion was also higher among urban residents (58%) than respondents from rural areas (42%), and was lower among Aboriginal respondents (45%). The results should, however, be weighed against Internet accessibility, a factor not examined in this survey.

**Figure 10: Registering and voting on the Internet**



To track electors' developing interest in alternative forms of voting, the survey also measured attitudes toward on-line voting. A slim majority of respondents (52%) said that they were in favour of the idea of allowing on-line voting "to make it easier for more people to vote." The level of support was 64% among young electors and decreased linearly by age, standing at 41% among electors aged 55 to 65. Some 48% of respondents thought that the potential for fraud and mistakes is still too great to have Internet voting. This proportion was 55% among Aboriginal electors.

When asked whether they personally would be likely to vote on-line, nearly half of respondents (48%) said yes. Respondents with household income of \$60,000 or higher seemed to be more in favour of the idea. Again, willingness to vote on-line was strongest among young electors (63%) and fell steadily by age, reaching its lowest level (24%) among electors aged 65 and over. Some groups seemed less inclined to vote on-line; they included women, francophone respondents, respondents with high school education or lower, residents of rural areas compared with urban residents, and residents of the Prairies and the territories and Quebec.

*Turnout and attitudes in brief*

- The proportion of young electors who said that they voted was 15% lower than the average for all electors, to 26% below the proportion of electors aged 55 and over.
- The proportion of Aboriginal electors who said that they voted was 23% below the average for all electors. Not voting was significantly more common among First Nations respondents living on reserve.
- The vast majority of respondents thought that voting procedures were easy. Youth and Aboriginal electors found voting methods slightly less easy.
- More than 90% of respondents who voted said that they were satisfied with the distance they had to travel to the polling station and with the information they received there; 96% said they were satisfied with the language spoken at the polling station.
- Young electors were slightly less satisfied with the distance they had to travel to the polling station.
- Aboriginal electors were slightly less satisfied with the clarity of the information received at the polling station.
- The main reasons mentioned for not voting were lack of interest, not knowing for whom to vote, and lack of time. Very few respondents mentioned administrative problems.

## Appendix I: Detailed Tables

### How did you get information about voting procedures in this election?

	Voter information card	Television	Newspapers	Friends/ relatives	Internet	General knowledge	Other	None	Don't know	<i>n</i>
Gender										2,821
Men	53.4	11.6	5.9	4.1	2.7	2.7	12.9	5.0	1.6	1,372
Women	55.4	11.4	4.9	4.9	1.6	2.5	13.5	4.2	1.5	1,449
Age group										2,703
Under 25	33.0	13.6	4.1	16.8	5.2	2.7	14.7	7.1	2.8	411
25–34	52.3	13.1	3.6	4.2	3.9	2.4	12.8	6.8	0.8	482
35–44	63.1	8.4	6.1	2.4	2.1	1.9	12.0	2.9	1.1	580
45–54	60.8	10.7	4.2	0.4	1.0	2.2	15.5	4.1	1.1	491
55–64	63.0	10.0	6.5	1.3	0.6	3.3	11.1	2.9	1.3	316
65 and over	52.3	15.3	8.2	2.6	0.3	3.8	11.4	4.2	1.9	424
Aboriginal respondents	40.8	10.8	3.2	6.3	1.4	3.5	19.2	10.6	4.1	630
First Nations on reserve	34.1	11.7	2.9	6.6	1.1	4.0	21.2	12.5	5.9	273
First Nations off reserve	47.6	11.5	2.1	5.2	1.6	3.7	15.7	10.5	2.1	191
Others (Métis, Inuit)	44.0	8.4	4.8	7.2	1.8	2.4	19.9	7.8	3.6	166
First language										2,812
English	58.0	7.4	5.2	4.8	2.5	2.9	13.6	4.4	1.1	1,847
French	45.3	24.8	6.4	3.4	0.8	1.2	11.3	4.5	2.3	656
Other language	52.5	8.3	4.4	4.9	3.0	3.7	14.5	6.0	2.6	309
Country of birth										2,803
Canada	54.4	12.0	5.1	4.4	2.1	2.5	13.2	4.7	1.6	2,440
Other country	55.1	8.3	7.3	5.5	2.5	3.6	12.7	3.5	1.5	363
Date immigrated to Canada										342
Before 1970	63.1	9.7	8.5	2.1	0.0	4.8	7.9	2.9	1.0	204
1970 or later	43.3	4.6	6.5	10.6	6.6	2.5	19.9	3.5	2.6	138
Education level										2,793
None/Elementary/High school	51.6	13.0	4.6	5.7	1.4	1.8	13.3	6.0	2.5	1,043
Technical/College/CEGEP	55.9	13.7	5.0	4.7	1.9	2.0	11.5	4.3	1.0	746
University	56.4	8.4	6.4	2.9	3.2	3.8	14.3	3.6	0.9	1,003
Annual household income										2,366
Less than \$20,000	40.3	15.4	4.3	7.0	2.4	1.9	17.8	8.3	2.6	351
\$20,000–\$39,999	51.6	14.6	5.8	4.1	2.1	1.5	12.9	6.1	1.4	602
\$40,000–\$59,999	59.5	10.3	5.1	4.2	2.3	2.7	12.1	2.8	1.1	552
\$60,000–\$89,999	56.1	8.8	5.9	3.2	1.5	4.0	15.3	4.4	0.9	477
\$90,000 and over	66.4	8.3	4.9	4.0	4.1	2.6	8.3	1.4	0.0	383
Type of area										2,794
Rural	56.5	13.8	4.3	4.4	1.1	1.6	12.7	3.4	2.3	592
Urban	54.0	10.9	5.7	4.5	2.4	2.8	13.3	4.9	1.4	2,202
Region										2,821
British Columbia	51.8	5.7	8.3	6.5	4.1	2.1	13.2	7.3	1.0	391
Prairies and territories	53.2	7.5	3.5	5.5	2.2	3.1	16.9	6.2	1.7	496
Ontario	60.4	7.5	4.9	4.0	2.4	3.4	12.9	3.1	1.4	1,063
Quebec	46.4	24.8	7.0	3.1	0.8	1.1	10.5	4.1	2.3	659
Atlantic provinces	57.6	10.3	2.1	5.4	1.3	2.5	14.2	5.3	1.3	213
Total sample	54.5	11.5	5.4	4.5	2.2	2.6	13.2	4.6	1.6	2,821

**Shortly after the election was called, a voter information card was sent by Elections Canada. This card had information about where and when to vote. Do you recall receiving a voter information card addressed to you personally?**

	Yes	No	Don't know	<i>n</i>
Gender				2,822
Men	83.4	16.1	0.5	1,373
Women	85.4	14.0	0.6	1,449
Age group				2,704
Under 25	65.0	33.7	1.3	411
25–34	78.7	20.9	0.4	482
35–44	89.9	9.6	0.5	580
45–54	90.0	9.6	0.3	491
55–64	90.9	8.7	0.3	317
65 and over	91.1	8.3	0.7	424
Aboriginal respondents	64.8	34.4	0.8	630
First Nations on reserve	61.9	37.7	0.4	273
First Nations off reserve	66.0	33.5	0.5	191
Others (Métis, Inuit)	68.1	30.1	1.8	166
First language				2,813
English	82.7	16.8	0.4	1,848
French	89.5	9.7	0.8	656
Other language	83.3	15.8	0.8	309
Country of birth				2,804
Canada	84.4	15.2	0.4	2,441
Other country	85.1	13.3	1.6	363
Date immigrated to Canada				342
Before 1970	91.3	7.3	1.4	204
1970 or later	78.6	19.2	2.2	138
Education level				2,794
None/Elementary/High school	81.3	18.1	0.6	1,043
Technical/College/CEGEP	86.2	13.4	0.4	746
University	86.5	12.8	0.7	1,004
Annual household income				2,367
Less than \$20,000	73.4	24.9	1.7	351
\$20,000–\$39,999	83.7	15.7	0.6	602
\$40,000–\$59,999	87.0	12.6	0.4	552
\$60,000–\$89,999	86.5	13.5	0.0	478
\$90,000 and over	89.5	10.5	0.1	383
Type of area				2,795
Rural	85.6	13.9	0.5	593
Urban	84.2	15.3	0.6	2,202
Region				2,822
British Columbia	82.3	16.9	0.8	391
Prairies and territories	80.0	19.8	0.2	496
Ontario	84.4	15.2	0.4	1,063
Quebec	90.0	9.4	0.6	660
Atlantic provinces	81.4	17.2	1.4	213
Total sample	84.4	15.0	0.6	2,822



**Was the PERSONAL information on the card correct?**

	Yes	No	Don't know	<i>n</i>
Gender				2,383
Men	95.8	2.8	1.4	1,145
Women	93.2	5.7	1.0	1,238
Age group				2,284
Under 25	92.7	5.7	1.6	268
25–34	94.3	5.4	0.3	379
35–44	96.1	2.9	1.1	521
45–54	93.0	5.2	1.8	442
55–64	94.5	4.4	1.1	288
65 and over	95.9	2.8	1.3	386
Aboriginal respondents	89.5	5.6	4.9	409
First Nations on reserve	85.8	5.9	8.3	169
First Nations off reserve	88.9	7.1	4.0	126
Others (Métis, Inuit)	95.6	3.5	0.9	114
First language				2,374
English	94.5	4.6	0.9	1,529
French	93.3	4.4	2.4	587
Other language	97.3	2.3	0.5	258
Country of birth				295
Canada	94.1	4.5	1.4	2,060
Other country	96.7	3.3	0.0	309
Date immigrated to Canada				2,369
Before 1970	96.4	3.6	0.0	187
1970 or later	96.8	3.2	0.0	108
Education level				2,361
None/Elementary/High school	94.6	3.9	1.5	849
Technical/College/CEGEP	94.7	4.1	1.2	643
University	94.2	4.8	1.0	870
Annual household income				2,000
Less than \$20,000	95.2	2.9	1.9	258
\$20,000–\$39,999	93.9	4.8	1.3	504
\$40,000–\$59,999	93.6	5.4	1.0	481
\$60,000–\$89,999	95.6	3.9	0.5	413
\$90,000 and over	93.9	5.2	0.9	343
Type of area				2,362
Rural	91.2	6.5	2.3	508
Urban	95.4	3.7	0.9	1,854
Region				2,383
British Columbia	92.7	6.1	1.2	322
Prairies and territories	93.5	6.0	0.5	397
Ontario	95.9	3.2	0.9	897
Quebec	94.2	3.6	2.2	594
Atlantic provinces	93.2	5.6	1.2	173
Total sample	94.5	4.3	1.2	2,383

**Did you receive a voter information card addressed to someone who does not live in your household?**

	Yes	No	Don't know	<i>n</i>
Gender				2,822
Men	8.8	90.9	0.3	1,373
Women	10.5	88.9	0.7	1,449
Age group				2,704
Under 25	8.4	91.2	0.4	411
25–34	13.0	85.8	1.2	482
35–44	7.4	92.6	0.0	580
45–54	10.4	89.4	0.3	491
55–64	11.8	87.9	0.3	317
65 and over	6.7	92.7	0.5	424
Aboriginal respondents	14.9	83.2	1.9	630
First Nations on reserve	12.5	84.2	3.3	273
First Nations off reserve	19.4	80.6	0.0	191
Others (Métis, Inuit)	13.9	84.3	1.8	166
First language				2,813
English	10.6	88.9	0.5	1,848
French	6.2	93.4	0.4	656
Other language	11.2	88.5	0.4	309
Country of birth				2,804
Canada	9.7	89.8	0.5	2,441
Other country	9.2	90.3	0.5	363
Date immigrated to Canada				342
Before 1970	6.3	92.7	1.0	204
1970 or later	14.1	85.9	0.0	138
Education level				2,794
None/Elementary/High school	7.7	91.8	0.5	1,043
Technical/College/CEGEP	9.8	89.8	0.4	746
University	11.7	88.0	0.3	1,004
Annual household income				2,367
Less than \$20,000	9.9	89.1	1.0	351
\$20,000–\$39,999	9.9	89.9	0.2	602
\$40,000–\$59,999	11.1	88.5	0.4	552
\$60,000–\$89,999	9.4	90.1	0.5	478
\$90,000 and over	7.8	92.2	0.0	383
Type of area				2,795
Rural	8.1	91.1	0.8	593
Urban	10.0	89.6	0.4	2,202
Region				2,822
British Columbia	8.7	90.5	0.8	391
Prairies and territories	10.2	89.3	0.5	496
Ontario	10.5	89.0	0.4	1,063
Quebec	8.0	91.6	0.4	660
Atlantic provinces	11.4	88.2	0.4	213
Total sample	9.7	89.8	0.5	2,822

**Did you do anything to get added to the voters list or correct your information? Could you tell me what you did?**

	Polled station on election day	Called the number on the card	Called the 1-800 number	Other	Did nothing	Don't know	<i>n</i>
Gender							573
Men	19.6	3.0	7.4	11.0	58.6	0.3	276
Women	15.7	5.1	11.0	11.0	56.7	0.4	297
Age group							546
Under 25	25.7	1.4	5.7	12.8	54.4	0.1	164
25–34	16.9	5.6	10.8	12.2	54.5	0.0	125
35–44	12.3	4.8	6.5	12.0	64.4	0.0	79
45–54	12.5	5.5	16.6	5.5	59.8	0.1	80
55–64	16.2	5.9	14.8	11.4	51.7	0.0	45
65 and over	17.7	4.5	2.9	9.5	62.2	3.2	54
Aboriginal respondents	9.4	1.5	4.2	7.9	75.8	1.1	265
First Nations on reserve	7.8	1.6	0.8	6.3	82.0	1.6	128
First Nations off reserve	8.9	1.3	8.9	8.9	72.2	0.0	79
Others (Métis, Inuit)	13.8	1.7	5.2	10.3	67.2	1.7	58
First language							572
English	19.5	4.2	8.3	11.7	56.2	0.2	404
French	11.9	5.2	11.1	10.9	59.9	1.0	108
Other language	14.1	1.7	13.1	6.9	64.1	0.2	60
Country of birth							568
Canada	16.5	4.0	9.4	12.2	57.6	0.4	504
Other country	27.2	3.9	5.6	2.9	60.3	0.0	64
Date immigrated to Canada							57
Before 1970	28.1	0.0	0.0	3.2	68.7	0.0	24
1970 or later	32.3	7.7	8.0	3.4	48.7	0.0	33
Education level							564
None/Elementary/High school	14.8	1.7	6.4	7.7	68.6	0.8	242
Technical/College/CEGEP	20.8	8.8	8.5	7.8	54.1	0.0	137
University	19.0	3.8	13.6	17.8	45.7	0.0	185
Annual household income							482
Less than \$20,000	11.6	2.2	6.0	10.8	68.7	0.7	106
\$20,000–\$39,999	21.6	4.0	8.3	5.7	59.5	0.8	129
\$40,000–\$59,999	23.1	5.0	12.5	6.8	52.6	0.0	102
\$60,000–\$89,999	8.5	3.5	11.5	14.8	61.6	0.0	84
\$90,000 and over	19.8	7.3	9.6	18.4	45.0	0.0	61
Type of area							565
Rural	18.9	2.3	9.6	6.7	62.0	0.6	131
Urban	17.2	4.7	9.2	12.2	56.4	0.3	434
Region							573
British Columbia	16.3	4.8	10.1	14.4	54.4	0.0	93
Prairies and territories	17.9	4.5	8.7	9.1	59.1	0.6	125
Ontario	23.1	3.4	7.3	11.4	54.7	0.1	202
Quebec	7.1	3.0	11.9	10.8	66.2	1.0	102
Atlantic provinces	17.6	6.9	12.5	8.7	54.4	0.0	51
Total sample	17.6	4.1	9.3	11.0	57.7	0.3	573

Using a 5-point scale where 1 means “very difficult” and 5 means “very easy,” how difficult or easy was it to get added to the voters list or correct your information?

	1. Very difficult	2	3	4	5. Very easy	Don't know	<i>n</i>
Gender							243
Men	7.2	4.7	6.4	23.4	49.4	8.9	115
Women	6.0	7.3	8.6	22.3	52.4	3.3	128
Age group							234
Under 25	1.5	4.4	5.7	30.7	55.3	2.4	75
25–34	6.1	8.0	2.6	29.3	42.9	11.1	57
35–44	12.6	11.5	9.8	18.0	48.2	0.0	28
45–54	12.3	0.0	10.4	14.7	54.9	7.7	32
55–64	7.8	11.6	9.4	8.0	50.5	12.6	23
65 and over	0.3	0.0	17.3	11.9	70.5	0.0	19
Aboriginal respondents	7.7	6.2	12.3	26.2	41.5	6.2	65
First Nations on reserve	12.0	12.0	8.0	16.0	40.0	12.0	25
First Nations off reserve	4.5	4.5	13.6	31.8	40.9	4.5	22
Others (Métis, Inuit)	5.6	0.0	16.7	33.3	44.4	0.0	18
First language							242
English	7.1	5.9	5.9	20.6	55.5	5.1	178
French	2.4	5.2	12.0	33.0	36.9	10.7	42
Other language	11.0	9.8	12.8	22.3	39.5	4.6	22
Country of birth							25
Canada	6.5	6.4	7.9	24.1	48.8	6.3	214
Other country	0.0	4.3	0.0	15.2	76.6	3.9	26
Date immigrated to Canada							240
Before 1970	0.0	0.0	0.0	0.0	100.0	0.0	8
1970 or later	0.0	6.5	0.0	23.0	70.5	0.0	17
Education level							240
None/Elementary/High school	8.7	2.1	5.4	22.1	53.4	8.2	74
Technical/College/CEGEP	5.0	3.6	9.0	25.7	50.3	6.4	64
University	6.2	10.8	8.4	21.3	49.1	4.3	101
Annual household income							200
Less than \$20,000	9.2	1.1	8.6	31.3	49.6	0.4	33
\$20,000–\$39,999	6.9	5.7	1.2	28.0	51.0	7.1	51
\$40,000–\$59,999	2.4	8.3	12.2	19.8	46.7	10.6	49
\$60,000–\$89,999	7.7	8.0	13.3	12.4	58.6	0.0	33
\$90,000 and over	2.1	6.7	6.9	27.8	50.0	6.5	34
Type of area							240
Rural	9.1	7.2	8.2	21.2	49.7	4.6	51
Urban	6.0	5.9	7.2	23.4	51.1	6.5	189
Region							243
British Columbia	8.5	4.5	12.9	28.2	39.1	6.8	43
Prairies and territories	7.7	5.9	4.8	17.8	58.8	5.1	50
Ontario	6.6	5.4	4.3	22.0	56.7	4.9	93
Quebec	0.0	6.9	17.5	27.5	34.6	13.5	33
Atlantic provinces	10.1	11.1	1.9	20.3	56.6	0.0	23
Total sample	6.6	6.1	7.5	22.8	51.0	6.0	243

**Prior to election day, a reminder card was sent out explaining how to contact Elections Canada to get on the voters list. It also had information about advance voting dates, election day and other ways to vote. Do you remember receiving this reminder card?**

	Yes	No	Don't know	<i>n</i>
Gender				2,822
Men	42.1	54.9	3.0	1,373
Women	49.0	47.6	3.4	1,449
Age group				2,704
Under 25	28.3	67.8	3.9	411
25–34	39.4	57.3	3.4	482
35–44	47.2	49.6	3.3	580
45–54	51.0	46.5	2.5	491
55–64	55.9	41.5	2.5	317
65 and over	55.0	41.4	3.6	424
Aboriginal respondents	37.9	58.9	3.2	630
First Nations on reserve	34.1	62.3	3.7	273
First Nations off reserve	44.0	53.4	2.6	191
Others (Métis, Inuit)	37.3	59.6	3.0	166
First language				2,813
English	44.0	53.4	2.6	1,848
French	52.9	43.1	4.0	656
Other language	40.0	54.9	5.1	309
Country of birth				2,804
Canada	46.2	50.6	3.2	2,441
Other country	42.3	54.5	3.2	363
Date immigrated to Canada				342
Before 1970	45.3	50.6	4.1	204
1970 or later	37.7	60.0	2.3	138
Education level				2,794
None/Elementary/High school	45.3	51.1	3.6	1,043
Technical/College/CEGEP	44.4	52.0	3.6	746
University	46.8	50.8	2.4	1,004
Annual household income				2,367
Less than \$20,000	42.2	55.1	2.7	351
\$20,000–\$39,999	49.0	47.4	3.6	602
\$40,000–\$59,999	48.8	48.6	2.6	552
\$60,000–\$89,999	43.1	53.5	3.4	478
\$90,000 and over	46.4	50.9	2.7	383
Type of area				2,795
Rural	45.4	49.9	4.8	593
Urban	45.7	51.5	2.8	2,202
Region				2,822
British Columbia	41.1	56.0	2.9	391
Prairies and territories	42.6	55.0	2.4	496
Ontario	44.8	51.6	3.5	1,063
Quebec	51.8	44.0	4.2	660
Atlantic provinces	46.2	52.9	0.9	213
Total sample	45.6	51.1	3.2	2,822

Using a 5-point scale where 1 means not at all useful and 5 means very useful, how useful was the reminder card?

	1. Not at all useful	2	3	4	5. Very useful	Don't know	<i>n</i>
Gender							1,288
Men	17.2	9.5	22.1	22.7	28.6	0.0	578
Women	16.9	6.9	17.4	20.8	36.9	1.0	710
Age group							1,240
Under 25	11.9	10.7	28.8	21.1	27.5	0.0	116
25–34	17.5	8.7	19.7	22.1	31.9	0.1	190
35–44	15.4	6.9	23.6	23.6	30.5	0.0	273
45–54	18.1	6.2	15.7	26.6	33.0	0.5	250
55–64	22.3	8.6	15.8	20.0	33.4	0.0	177
65 and over	17.3	8.7	18.2	16.4	37.3	2.0	233
Aboriginal respondents	11.3	7.1	22.2	21.8	36.4	1.3	239
First Nations on reserve	10.8	8.6	18.3	23.7	37.6	1.1	93
First Nations off reserve	8.3	8.3	21.4	16.7	42.9	2.4	84
Others (Métis, Inuit)	16.1	3.2	29.0	25.8	25.8	0.0	62
First language							1,284
English	16.0	7.6	20.9	20.6	34.4	0.5	813
French	21.7	9.6	17.0	22.1	29.0	0.6	347
Other language	11.0	7.2	17.8	27.1	35.9	1.0	124
Country of birth							1,280
Canada	18.1	7.7	19.2	22.0	32.5	0.5	1,127
Other country	10.1	10.8	22.6	17.2	38.5	0.8	154
Date immigrated to Canada							144
Before 1970	8.3	10.2	23.6	14.5	43.4	0.0	93
1970 or later	15.2	11.7	17.2	23.3	30.3	2.3	52
Education level							1,273
None/Elementary/High school	16.8	7.2	18.0	19.1	38.2	0.6	473
Technical/College/CEGEP	20.3	5.0	21.0	25.2	28.2	0.3	331
University	14.5	10.7	20.3	22.2	31.6	0.7	470
Annual household income							1,097
Less than \$20,000	11.7	11.1	14.4	14.0	47.3	1.4	148
\$20,000–\$39,999	14.5	6.0	20.1	22.6	35.9	0.9	295
\$40,000–\$59,999	18.2	7.1	19.7	22.5	32.5	0.0	270
\$60,000–\$89,999	15.1	7.3	20.2	27.4	28.8	1.2	206
\$90,000 and over	19.5	10.3	22.0	20.4	27.8	0.0	178
Type of area							1,275
Rural	22.3	6.9	17.8	24.1	27.5	1.5	269
Urban	15.7	8.4	19.8	21.2	34.6	0.3	1,006
Region							1,288
British Columbia	17.6	8.0	17.2	17.8	38.5	0.8	161
Prairies and territories	17.8	9.5	22.5	21.2	28.2	0.8	211
Ontario	14.7	6.9	22.3	22.6	33.3	0.3	476
Quebec	20.8	9.8	16.1	23.0	29.6	0.6	341
Atlantic provinces	12.6	4.7	14.7	20.0	47.4	0.7	98
Total sample	17.0	8.1	19.5	21.7	33.2	0.6	1,288

**During the election campaign, did you look for additional information from Elections Canada?**

	Yes	No	Don't know	<i>n</i>
Gender				2,822
Men	7.6	92.2	0.2	1,373
Women	8.3	91.1	0.6	1,449
Age group				2,704
Under 25	10.7	89.3	0.0	411
25–34	10.6	88.5	0.9	482
35–44	7.9	92.1	0.0	580
45–54	8.4	91.3	0.3	491
55–64	5.7	94.0	0.3	317
65 and over	3.7	95.5	0.8	424
Aboriginal respondents	10.8	89.2	0.0	630
First Nations on reserve	9.5	90.5	0.0	273
First Nations off reserve	9.9	90.1	0.0	191
Others (Métis, Inuit)	13.9	86.1	0.0	166
First language				2,813
English	8.3	91.3	0.4	1,848
French	4.7	95.1	0.2	656
Other language	12.3	87.7	0.0	309
Country of birth				2,804
Canada	7.6	92.1	0.4	2,441
Other country	10.0	90.0	0.0	363
Date immigrated to Canada				342
Before 1970	7.7	92.3	0.0	204
1970 or later	13.6	86.4	0.0	138
Education level				2,794
None/Elementary/High school	5.2	94.4	0.5	1,043
Technical/College/CEGEP	8.0	91.7	0.3	746
University	10.9	88.7	0.4	1,004
Annual household income				2,367
Less than \$20,000	10.8	88.6	0.6	351
\$20,000–\$39,999	5.9	94.1	0.0	602
\$40,000–\$59,999	7.6	91.7	0.7	552
\$60,000–\$89,999	6.6	93.1	0.3	478
\$90,000 and over	12.3	87.7	0.0	383
Type of area				2,795
Rural	5.7	94.1	0.2	593
Urban	8.5	91.0	0.5	2,202
Region				2,822
British Columbia	12.3	87.1	0.6	391
Prairies and territories	10.2	89.8	0.0	496
Ontario	7.7	91.7	0.6	1,063
Quebec	4.3	95.3	0.4	660
Atlantic provinces	7.3	92.7	0.0	213
Total sample	7.9	91.7	0.4	2,822

**What kind of information were you looking for?**

	How to vote	Where to vote	Political parties	Candidates	Other	Don't know	<i>n</i>
Gender							232
Men	7.7	25.9	25.7	7.9	31.0	1.8	109
Women	8.2	19.6	22.0	13.8	32.2	4.2	123
Age group							224
Under 25	9.7	21.6	33.6	9.2	19.5	6.5	49
25–34	2.8	34.0	26.9	6.6	26.7	2.9	51
35–44	2.9	21.2	24.6	4.0	47.0	0.3	46
45–54	14.9	16.9	9.6	13.2	45.2	0.3	41
55–64	16.1	15.0	15.3	33.2	15.4	4.9	18
65 and over	4.7	4.9	36.9	18.4	27.8	7.4	18
Aboriginal respondents	15.1	21.9	19.2	5.5	27.4	11.0	73
First Nations on reserve	14.8	18.5	14.8	7.4	22.2	22.2	27
First Nations off reserve	20.0	25.0	25.0	0.0	30.0	0.0	20
Others (Métis, Inuit)	11.5	23.1	19.2	7.7	30.8	7.7	26
First language							231
English	10.5	21.2	21.4	13.5	29.8	3.5	157
French	4.3	31.2	31.3	2.1	31.0	0.0	36
Other language	1.0	18.2	26.7	9.3	40.6	4.2	38
Country of birth							230
Canada	9.5	23.4	23.6	11.7	29.3	2.5	192
Other country	0.5	17.3	25.9	8.3	41.9	6.2	38
Date immigrated to Canada							35
Before 1970	1.2	0.0	26.8	19.7	46.7	5.6	16
1970 or later	0.0	29.5	23.0	0.0	39.7	7.7	19
Education level							231
None/Elementary/High school	6.4	9.6	35.1	15.0	25.9	7.9	59
Technical/College/CEGEP	8.1	26.2	28.5	7.9	27.9	1.5	61
University	8.7	27.8	15.2	10.7	36.2	1.4	111
Annual household income							202
Less than \$20,000	7.7	27.0	13.0	15.2	29.8	7.2	41
\$20,000–\$39,999	3.4	18.5	35.9	2.2	35.8	4.1	37
\$40,000–\$59,999	6.9	30.5	25.5	14.4	22.5	0.3	43
\$60,000–\$89,999	20.6	10.3	6.7	20.3	37.8	4.4	33
\$90,000 and over	6.9	26.3	24.3	1.9	40.7	0.0	47
Type of area							229
Rural	10.4	11.4	32.6	14.0	30.4	1.2	37
Urban	7.5	24.8	22.0	10.6	31.6	3.4	192
Region							232
British Columbia	14.2	15.5	19.3	7.3	35.3	8.5	49
Prairies and territories	12.4	21.4	22.4	5.0	35.2	3.6	51
Ontario	0.0	23.5	26.5	14.8	34.1	1.2	84
Quebec	8.6	28.4	28.8	7.0	27.2	0.0	33
Atlantic provinces	15.6	31.5	16.3	30.0	5.3	1.3	15
Total sample	7.9	22.6	23.7	11.0	31.7	3.1	232



### How did you go about finding this information?

	EC's Voice Response System	EC enquiry agent	EC Web site	Returning officer	Other	Don't know	<i>n</i>
Gender							224
Men	3.4	4.2	60.4	11.8	14.5	5.6	104
Women	6.6	9.9	42.4	2.6	32.5	5.9	120
Age group							216
Under 25	5.8	8.0	67.8	0.0	14.9	3.5	44
25–34	9.3	2.9	52.3	6.7	25.7	3.1	51
35–44	2.5	5.6	53.9	12.5	18.2	7.2	46
45–54	2.7	11.9	52.4	6.7	21.9	4.5	41
55–64	6.2	14.4	20.8	10.0	39.7	9.0	18
65 and over	5.5	7.9	0.0	10.3	56.7	19.7	16
Aboriginal respondents	7.4	4.4	22.1	4.4	50.0	11.8	68
First Nations on reserve	3.8	7.7	11.5	0.0	57.7	19.2	26
First Nations off reserve	5.3	0.0	31.6	5.3	47.4	10.5	19
Others (Métis, Inuit)	13.0	4.3	26.1	8.7	43.5	4.3	23
First language							223
English	3.8	6.8	54.4	8.2	21.3	5.6	154
French	12.4	13.9	40.5	4.5	23.5	5.1	31
Other language	4.9	4.1	43.2	3.7	36.9	7.2	38
Country of birth							222
Canada	4.6	7.5	51.9	7.5	23.0	5.6	185
Other country	8.4	2.8	45.6	4.2	32.0	7.0	36
Date immigrated to Canada							34
Before 1970	0.0	0.0	48.8	9.6	35.9	5.7	16
1970 or later	16.5	5.5	37.2	0.0	32.1	8.8	19
Education level							223
None/Elementary/High school	4.3	10.8	32.2	8.2	30.7	13.9	54
Technical/College/CEGEP	10.2	6.4	43.9	5.1	25.3	9.2	60
University	2.9	6.1	63.2	7.2	20.6	0.0	110
Annual household income							194
Less than \$20,000	15.5	5.2	33.1	7.3	36.3	2.6	38
\$20,000–\$39,999	0.0	3.4	39.4	11.1	31.4	14.8	36
\$40,000–\$59,999	0.0	9.6	57.7	3.4	21.5	8.0	42
\$60,000–\$89,999	10.0	13.6	55.5	2.5	18.4	0.0	31
\$90,000 and over	3.5	3.7	69.8	6.4	14.0	2.6	47
Type of area							222
Rural	0.2	11.2	44.6	2.6	30.6	10.8	34
Urban	6.1	6.6	51.8	7.7	22.8	5.0	187
Region							224
British Columbia	5.4	2.9	46.2	5.4	37.2	2.9	48
Prairies and territories	4.7	5.7	47.2	11.2	23.7	7.5	50
Ontario	1.9	9.1	58.5	6.1	17.9	6.6	82
Quebec	13.5	12.1	50.7	4.9	13.2	5.6	29
Atlantic provinces	7.4	7.4	36.0	5.0	38.7	5.5	15
Total sample	5.1	7.3	50.8	6.9	24.2	5.8	224

**During the election campaign, did you see or hear any advertisements that encouraged people to vote, other than the ads from political parties?**

	Yes	No	Don't know	<i>n</i>
Gender				2,822
Men	51.5	46.4	2.1	1,373
Women	46.2	50.1	3.7	1,449
Age group				2,704
Under 25	48.3	50.3	1.4	411
25–34	51.4	46.6	2.0	482
35–44	51.2	44.9	3.9	580
45–54	48.6	49.0	2.4	491
55–64	52.2	44.6	3.3	317
65 and over	40.0	54.9	5.1	424
Aboriginal respondents	42.4	55.2	2.4	630
First Nations on reserve	45.1	53.5	1.5	273
First Nations off reserve	37.2	58.6	4.2	191
Others (Métis, Inuit)	44.0	54.2	1.8	166
First language				2,813
English	51.6	45.4	3.0	1,848
French	42.8	54.3	2.9	656
Other language	44.9	52.7	2.4	309
Country of birth				2,804
Canada	49.0	48.0	3.0	2,441
Other country	48.1	49.6	2.3	363
Date immigrated to Canada				342
Before 1970	49.9	47.4	2.7	204
1970 or later	45.5	52.5	2.0	138
Education level				2,794
None/Elementary/High school	39.5	56.9	3.6	1,043
Technical/College/CEGEP	50.1	48.3	1.6	746
University	57.5	39.2	3.3	1,004
Annual household income				2,367
Less than \$20,000	36.3	60.7	3.0	351
\$20,000–\$39,999	43.3	54.3	2.4	602
\$40,000–\$59,999	50.8	46.0	3.1	552
\$60,000–\$89,999	54.6	42.7	2.7	478
\$90,000 and over	64.2	33.2	2.6	383
Type of area				2,795
Rural	42.5	55.3	2.3	593
Urban	50.7	46.3	3.1	2,202
Region				2,822
British Columbia	46.4	49.5	4.1	391
Prairies and territories	45.2	53.1	1.7	496
Ontario	56.8	39.9	3.3	1,063
Quebec	40.8	56.3	2.9	660
Atlantic provinces	47.0	51.6	1.4	213
Total sample	48.8	48.3	2.9	2,822

**Can you tell me what the MAIN message was?**

	Why not speak up when everyone is listening?	General encouragement to vote	Encouragement for youth to vote	Other	Don't know	<i>n</i>
Gender						1,394
Men	16.6	48.0	9.2	8.4	17.8	713
Women	16.4	45.7	7.2	11.6	19.0	681
Age group						1,331
Under 25	20.5	44.7	10.6	10.3	14.0	200
25–34	22.5	41.6	10.1	7.8	17.9	250
35–44	20.6	44.4	8.6	8.7	17.7	299
45–54	16.2	42.1	9.1	10.9	21.8	242
55–64	13.2	54.0	3.0	10.2	19.6	169
65 and over	3.1	61.5	6.0	11.2	18.2	171
Aboriginal respondents	10.9	30.7	7.3	15.3	35.8	274
First Nations on reserve	9.6	22.4	4.8	15.2	48.0	125
First Nations off reserve	11.0	38.4	6.8	17.8	26.0	73
Others (Métis, Inuit)	13.2	36.8	11.8	13.2	25.0	76
First language						1,390
English	17.5	48.8	8.9	9.2	15.6	960
French	17.1	39.6	8.9	10.3	24.2	286
Other language	9.4	48.2	2.5	14.8	25.1	143
Country of birth						1,386
Canada	17.3	46.2	9.0	9.9	17.6	1,209
Other country	11.8	51.7	2.9	10.2	23.3	177
Date immigrated to Canada						166
Before 1970	14.0	58.3	2.1	8.5	17.2	104
1970 or later	10.3	39.2	3.2	13.3	33.9	63
Education level						1,380
None/Elementary/High school	12.0	43.8	6.3	12.1	25.8	419
Technical/College/CEGEP	14.2	51.5	4.3	11.0	19.0	379
University	21.3	46.2	12.4	7.7	12.4	583
Annual household income						1,190
Less than \$20,000	12.0	43.6	7.3	10.2	26.9	130
\$20,000–\$39,999	11.2	47.2	9.4	11.7	20.6	266
\$40,000–\$59,999	19.3	46.7	8.6	7.6	17.7	283
\$60,000–\$89,999	17.3	51.3	5.1	9.4	16.9	262
\$90,000 and over	21.1	44.8	13.6	9.9	10.6	248
Type of area						1,383
Rural	13.5	51.3	5.6	10.5	19.0	255
Urban	17.2	45.9	8.8	9.8	18.2	1,128
Region						1,394
British Columbia	11.3	54.4	9.3	12.9	12.1	184
Prairies and territories	11.4	51.3	11.4	7.6	18.3	229
Ontario	19.8	47.8	5.5	10.5	16.3	606
Quebec	17.8	38.6	9.6	8.5	25.5	275
Atlantic provinces	14.5	40.2	11.7	10.2	23.4	100
Total sample	16.5	46.9	8.2	10.0	18.4	1,394

**Where did you see (or hear) this advertisement?**

	Television	Radio	Newspaper	Bulletin	Other	Don't know	<i>n</i>
Gender							1,384
Men	68.4	15.6	9.6	2.0	3.6	0.8	711
Women	65.0	12.9	13.3	3.8	3.6	1.4	674
Age group							1,323
Under 25	72.1	5.5	5.2	6.1	8.1	3.0	199
25–34	69.2	17.1	6.4	2.5	4.2	0.5	249
35–44	69.1	20.8	5.7	2.3	1.5	0.7	298
45–54	68.3	15.4	11.2	2.4	1.2	1.5	240
55–64	65.7	12.2	17.2	0.8	3.5	0.5	168
65 and over	52.7	11.9	26.9	2.5	5.1	0.9	170
Aboriginal respondents	60.1	12.2	10.0	8.9	7.4	1.5	271
First Nations on reserve	53.2	16.9	10.5	10.5	8.1	0.8	124
First Nations off reserve	68.5	5.5	9.6	6.8	8.2	1.4	73
Others (Métis, Inuit)	63.5	10.8	9.5	8.1	5.4	2.7	74
First language							1,380
English	65.8	14.6	12.4	2.9	3.1	1.1	956
French	74.4	13.0	4.7	3.4	4.0	0.6	283
Other language	57.6	15.1	17.8	1.5	6.1	1.9	141
Country of birth							1,376
Canada	67.9	14.5	10.3	3.2	3.3	0.9	1,200
Other country	58.3	13.7	18.6	0.8	5.9	2.6	176
Date immigrated to Canada							166
Before 1970	55.9	17.7	22.6	0.0	3.8	0.0	104
1970 or later	60.5	7.8	14.8	2.1	7.4	7.4	63
Education level							1,371
None/Elementary/High school	62.8	12.7	12.3	5.4	5.6	1.3	415
Technical/College/CEGEP	70.1	15.6	9.3	1.7	2.7	0.6	375
University	67.2	14.6	12.2	1.9	2.8	1.3	580
Annual household income							1,181
Less than \$20,000	69.4	6.9	9.3	6.4	7.3	0.7	129
\$20,000–\$39,999	63.2	11.3	14.0	3.1	6.5	2.0	262
\$40,000–\$59,999	71.5	15.3	6.1	2.3	3.3	1.5	282
\$60,000–\$89,999	67.1	13.3	12.5	2.1	3.9	1.0	262
\$90,000 and over	66.8	20.0	10.4	1.2	0.8	0.8	246
Type of area							1,374
Rural	64.7	19.0	12.1	2.0	2.2	0.1	253
Urban	67.2	13.3	11.2	3.0	3.9	1.3	1,121
Region							1,384
British Columbia	57.3	12.6	20.5	3.1	4.2	2.3	183
Prairies and territories	64.8	16.9	12.3	2.8	2.8	0.4	226
Ontario	66.8	14.1	11.5	3.5	2.9	1.2	604
Quebec	74.3	13.7	5.0	1.6	4.2	1.1	271
Atlantic provinces	68.1	14.2	8.8	2.4	6.3	0.1	100
Total sample	66.8	14.3	11.4	2.9	3.6	1.1	1,384

**Can you tell me who sponsored this advertisement?**

	Elections Canada	Political party	Government	Other	Don't know	<i>n</i>
Gender						1,379
Men	27.6	10.7	11.5	11.7	38.6	709
Women	18.1	12.4	8.9	13.0	47.5	670
Age group						1,318
Under 25	17.5	10.2	13.1	13.8	45.3	199
25–34	27.9	8.2	10.7	8.9	44.3	248
35–44	32.0	9.4	6.3	14.6	37.7	298
45–54	23.4	10.3	12.7	13.3	40.3	238
55–64	18.7	13.9	12.2	11.6	43.6	165
65 and over	9.9	19.6	9.0	13.1	48.4	170
Aboriginal respondents	9.3	17.4	8.1	11.5	53.7	270
First Nations on reserve	5.6	22.6	4.0	11.3	56.5	124
First Nations off reserve	11.1	15.3	9.7	8.3	55.6	72
Others (Métis, Inuit)	13.5	10.8	13.5	14.9	47.3	74
First language						1,375
English	26.3	10.4	11.2	10.1	42.1	954
French	15.6	10.8	9.6	20.5	43.3	281
Other language	16.0	20.7	5.5	11.8	46.0	141
Country of birth						1,371
Canada	24.0	10.6	10.3	12.7	42.4	1,197
Other country	16.6	18.0	10.3	10.5	44.6	175
Date immigrated to Canada						165
Before 1970	18.9	17.5	12.1	9.5	41.9	102
1970 or later	13.8	17.3	7.3	13.8	47.9	63
Education level						1,365
None/Elementary/High school	13.9	17.6	7.0	11.4	50.1	413
Technical/College/CEGEP	17.5	11.8	10.4	14.7	45.6	375
University	33.2	7.1	12.6	11.6	35.4	578
Annual household income						1,178
Less than \$20,000	14.9	12.7	13.2	12.4	46.8	129
\$20,000–\$39,999	17.0	14.1	7.3	13.6	48.0	261
\$40,000–\$59,999	24.3	12.9	9.5	10.0	43.3	281
\$60,000–\$89,999	25.8	8.6	11.9	12.7	41.0	261
\$90,000 and over	30.2	7.0	12.5	14.2	36.1	246
Type of area						1,369
Rural	17.3	13.2	8.7	11.4	49.5	252
Urban	24.4	11.2	10.5	12.6	41.3	1,117
Region						1,379
British Columbia	24.2	10.3	11.7	11.2	42.6	182
Prairies and territories	19.0	11.6	8.7	14.3	46.4	225
Ontario	27.6	11.6	10.7	9.1	41.0	603
Quebec	16.7	8.9	9.9	20.9	43.6	269
Atlantic provinces	19.1	20.5	9.0	5.9	45.5	100
Total sample	23.0	11.5	10.2	12.3	42.9	1,379

Using a 5-point scale where 1 means very negative and 5 means very positive, can you tell me how you felt about this ad?

	1. Very negative	2	3. Neutral	4	5. Very positive	Don't know	<i>n</i>
Gender							1,379
Men	5.5	5.2	28.8	29.3	29.9	1.4	709
Women	4.4	4.4	25.8	28.0	34.9	2.5	670
Age group							1,318
Under 25	6.8	3.2	31.1	34.2	24.6	0.1	199
25–34	3.7	4.8	31.0	28.3	31.9	0.4	248
35–44	2.6	4.0	22.2	34.4	35.2	1.5	298
45–54	5.2	4.1	29.4	27.2	32.5	1.7	238
55–64	5.5	5.8	28.7	19.7	37.2	3.1	165
65 and over	9.1	5.4	21.8	27.4	32.4	4.0	170
Aboriginal respondents	9.6	5.9	30.0	23.0	27.8	3.7	270
First Nations on reserve	12.9	7.3	27.4	21.8	25.8	4.8	124
First Nations off reserve	6.9	6.9	27.8	23.6	33.3	1.4	72
Others (Métis, Inuit)	6.8	2.7	36.5	24.3	25.7	4.1	74
First language							1,375
English	4.5	3.8	26.7	30.1	32.8	2.1	954
French	4.1	6.1	29.7	23.6	35.5	1.0	281
Other language	9.9	8.7	26.8	29.0	22.9	2.7	141
Country of birth							1,371
Canada	4.1	4.4	27.5	28.8	33.3	1.9	1,197
Other country	11.1	7.4	26.1	27.8	25.8	1.9	175
Date immigrated to Canada							165
Before 1970	15.2	2.8	24.0	27.1	29.9	1.0	102
1970 or later	6.1	11.4	27.3	30.0	21.7	3.6	63
Education level							1,365
None/Elementary/High school	7.0	6.3	27.3	26.7	30.5	2.2	413
Technical/College/CEGEP	4.9	3.4	27.4	26.2	36.2	1.9	375
University	3.3	4.5	27.4	32.0	31.4	1.4	578
Annual household income							1,178
Less than \$20,000	6.9	3.5	29.6	32.1	27.3	0.6	129
\$20,000–\$39,999	3.0	5.1	33.3	25.0	32.2	1.5	261
\$40,000–\$59,999	4.7	7.3	19.9	26.6	39.9	1.5	281
\$60,000–\$89,999	5.5	4.5	24.8	32.8	30.2	2.3	261
\$90,000 and over	3.5	2.8	26.2	30.9	34.9	1.6	246
Type of area							1,369
Rural	5.5	6.4	28.6	26.5	30.5	2.5	252
Urban	4.9	4.4	27.1	29.3	32.6	1.7	1,117
Region							1,379
British Columbia	6.0	2.8	32.1	26.9	30.3	1.9	182
Prairies and territories	4.4	5.8	23.0	26.1	38.9	1.9	225
Ontario	5.5	4.8	24.7	32.3	30.2	2.5	603
Quebec	4.1	6.3	31.6	24.9	32.6	0.4	269
Atlantic provinces	3.6	1.8	32.6	26.3	33.4	2.4	100
Total sample	5.0	4.8	27.3	28.7	32.3	1.9	1,379

**Do you recall any advertisements with the phrase “Why not speak up when everyone is listening?”**

	Yes	No	Don't know	<i>n</i>
Gender				2,605
Men	57.1	42.4	0.5	1,260
Women	55.1	43.1	1.9	1,345
Age group				2,492
Under 25	63.4	35.3	1.3	370
25–34	62.8	36.5	0.7	427
35–44	59.4	39.3	1.2	522
45–54	57.5	41.9	0.6	455
55–64	50.6	47.5	1.9	299
65 and over	40.1	58.0	2.0	420
Aboriginal respondents	54.0	43.9	2.2	602
First Nations on reserve	51.3	46.8	1.9	263
First Nations off reserve	51.9	44.8	3.3	183
Others (Métis, Inuit)	60.9	37.8	1.3	156
First language				2,596
English	57.9	41.2	0.9	1,688
French	54.4	44.4	1.3	612
Other language	50.0	47.5	2.5	296
Country of birth				2,587
Canada	57.9	41.0	1.1	2,244
Other country	45.2	53.0	1.8	343
Date immigrated to Canada				322
Before 1970	44.4	54.5	1.1	190
1970 or later	42.3	54.7	3.1	132
Education level				2,578
None/Elementary/High school	46.9	50.9	2.3	994
Technical/College/CEGEP	64.9	34.9	0.2	695
University	60.0	39.3	0.8	889
Annual household income				2,181
Less than \$20,000	48.2	50.0	1.8	336
\$20,000–\$39,999	52.9	45.3	1.9	575
\$40,000–\$59,999	60.6	38.5	0.9	502
\$60,000–\$89,999	62.2	37.6	0.2	436
\$90,000 and over	63.1	35.8	1.1	332
Type of area				2,580
Rural	55.6	43.1	1.3	560
Urban	56.2	42.8	1.1	2,020
Region				2,605
British Columbia	54.0	44.6	1.4	370
Prairies and territories	54.6	43.8	1.5	471
Ontario	60.5	38.5	1.0	951
Quebec	52.9	46.1	1.0	614
Atlantic provinces	51.9	46.8	1.3	199
Total sample	56.1	42.7	1.2	2,605

**Where did you see (or hear) this advertisement?**

	Television	Radio	Newspaper	Internet	Other	Don't know	<i>n</i>
Gender							1,462
Men	82.1	13.3	1.9	0.0	0.2	2.5	719
Women	84.7	10.6	1.8	0.1	0.5	2.3	743
Age group							1,395
Under 25	80.8	12.7	2.4	0.0	0.3	3.7	235
25–34	87.0	10.7	1.3	0.0	0.2	0.9	268
35–44	79.5	17.4	2.0	0.2	0.2	0.6	310
45–54	81.0	14.9	1.0	0.0	0.1	3.0	261
55–64	87.0	8.8	2.8	0.0	0.5	0.9	151
65 and over	87.9	2.8	2.2	0.0	1.3	5.8	169
Aboriginal respondents	84.0	6.5	2.8	0.3	4.6	1.8	325
First Nations on reserve	84.4	3.0	4.4	0.7	5.9	1.5	135
First Nations off reserve	84.2	7.4	2.1	0.0	4.2	2.1	95
Others (Métis, Inuit)	83.2	10.5	1.1	0.0	3.2	2.1	95
First language							1,459
English	82.4	13.2	1.7	0.0	0.2	2.5	979
French	86.6	9.0	1.9	0.0	0.4	2.0	333
Other language	83.5	10.3	2.5	0.5	1.4	1.8	148
Country of birth							1,455
Canada	83.6	12.0	2.0	0.1	0.2	2.1	1,299
Other country	83.1	11.8	0.7	0.0	1.1	3.3	155
Date immigrated to Canada							140
Before 1970	80.1	12.8	1.2	0.0	1.2	4.6	84
1970 or later	85.3	13.4	0.0	0.0	1.3	0.0	56
Education level							1,452
None/Elementary/High school	86.3	9.2	2.0	0.0	0.4	2.1	468
Technical/College/CEGEP	82.1	14.0	0.9	0.0	0.4	2.6	451
University	82.0	12.8	2.6	0.1	0.2	2.3	533
Annual household income							1,253
Less than \$20,000	85.7	7.0	4.5	0.0	0.5	2.3	162
\$20,000–\$39,999	82.4	12.9	2.0	0.0	0.2	2.5	305
\$40,000–\$59,999	84.9	11.2	1.8	0.3	0.4	1.4	306
\$60,000–\$89,999	78.2	18.1	1.6	0.0	0.0	2.2	271
\$90,000 and over	82.9	13.0	1.8	0.0	0.0	2.3	210
Type of area							1,447
Rural	81.9	14.7	2.3	0.0	0.3	0.7	311
Urban	83.8	11.2	1.7	0.1	0.3	2.9	1,135
Region							1,462
British Columbia	77.6	16.4	1.6	0.0	0.7	3.7	200
Prairies and territories	84.2	11.9	1.8	0.3	0.8	1.0	256
Ontario	83.5	11.5	1.7	0.0	0.0	3.2	577
Quebec	87.2	8.1	2.4	0.0	0.4	1.9	325
Atlantic provinces	80.2	17.9	1.5	0.0	0.3	0.0	103
Total sample	83.4	11.9	1.9	0.1	0.3	2.4	1,462



**Can you tell me who sponsored this advertisement?**

	Elections Canada	Political party	Other	Don't know	<i>n</i>
Gender					1,462
Men	22.6	8.3	13.6	55.5	719
Women	14.0	10.0	7.2	68.9	743
Age group					1,395
Under 25	16.7	5.0	10.7	67.6	235
25–34	20.3	6.1	9.5	64.1	268
35–44	21.8	8.1	8.7	61.3	310
45–54	17.5	9.9	12.8	59.8	261
55–64	17.0	15.2	8.4	59.5	151
65 and over	9.6	13.1	13.5	63.8	169
Aboriginal respondents	8.6	10.8	10.2	70.5	325
First Nations on reserve	6.7	11.1	11.9	70.4	135
First Nations off reserve	9.5	9.5	7.4	73.7	95
Others (Métis, Inuit)	10.5	11.6	10.5	67.4	95
First language					1,459
English	20.9	8.5	10.5	60.1	979
French	12.3	9.3	10.2	68.2	333
Other language	13.7	13.7	9.7	62.8	148
Country of birth					1,455
Canada	18.9	8.7	9.9	62.4	1,299
Other country	12.1	13.3	14.4	60.2	155
Date immigrated to Canada					140
Before 1970	12.6	14.5	17.9	55.0	84
1970 or later	9.2	13.3	8.9	68.6	56
Education level					1,452
None/Elementary/High school	11.2	10.5	8.3	70.1	468
Technical/College/CEGEP	15.0	9.8	11.9	63.3	451
University	27.2	7.5	10.7	54.6	533
Annual household income					1,253
Less than \$20,000	17.0	10.3	5.6	67.1	162
\$20,000–\$39,999	15.4	11.3	8.6	64.7	305
\$40,000–\$59,999	19.6	7.7	11.0	61.7	306
\$60,000–\$89,999	18.9	8.9	13.3	58.9	271
\$90,000 and over	27.8	5.3	12.6	54.2	210
Type of area					1,447
Rural	13.1	10.1	9.7	67.1	311
Urban	19.8	8.9	10.5	60.9	1,135
Region					1,462
British Columbia	20.9	6.7	9.2	63.2	200
Prairies and territories	17.5	10.7	12.8	59.0	256
Ontario	19.9	9.7	10.5	60.0	577
Quebec	14.3	9.3	11.0	65.4	325
Atlantic provinces	17.6	7.1	3.2	72.1	103
Total sample	18.2	9.2	10.3	62.3	1,462

Using a 5-point scale where 1 means very negative and 5 means very positive, can you tell how you felt about this ad?

	1. Very negative	2	3. Neutral	4	5. Very positive	Don't know	<i>n</i>
Gender							1,460
Men	3.0	7.0	30.4	29.4	29.2	1.0	719
Women	3.8	3.5	26.4	29.7	34.0	2.5	742
Age group							1,393
Under 25	1.2	4.2	25.4	38.2	29.6	1.4	235
25–34	1.4	4.5	31.4	30.6	31.7	0.4	268
35–44	3.5	4.5	26.2	30.0	34.7	1.1	310
45–54	4.3	5.7	31.5	26.1	30.5	1.9	260
55–64	4.6	6.2	28.8	30.5	27.8	2.2	151
65 and over	4.7	7.9	25.0	23.0	33.8	5.5	169
Aboriginal respondents	6.2	8.9	30.5	25.2	27.7	1.5	325
First Nations on reserve	7.4	7.4	27.4	22.2	32.6	3.0	135
First Nations off reserve	3.2	9.5	34.7	24.2	27.4	1.1	95
Others (Métis, Inuit)	7.4	10.5	30.5	30.5	21.1	0.0	95
First language							1,458
English	3.0	6.0	26.9	29.9	32.5	1.7	977
French	5.1	3.6	35.5	25.5	28.7	1.6	333
Other language	2.0	4.2	22.8	35.7	32.2	3.1	148
Country of birth							1,453
Canada	3.6	5.6	29.1	28.8	31.4	1.5	1,298
Other country	1.9	2.6	23.6	35.2	32.7	3.9	155
Date immigrated to Canada							140
Before 1970	3.5	3.0	25.2	35.6	28.8	3.9	84
1970 or later	0.0	3.3	20.3	33.6	40.0	2.8	56
Education level							1,451
None/Elementary/High school	6.1	6.2	29.6	24.9	30.3	2.9	467
Technical/College/CEGEP	1.9	4.0	27.9	31.3	34.3	0.7	451
University	2.4	5.0	27.7	32.2	31.1	1.6	533
Annual household income							1,252
Less than \$20,000	6.7	5.9	23.0	31.9	27.6	4.7	162
\$20,000–\$39,999	2.5	6.8	32.6	23.7	33.2	1.2	305
\$40,000–\$59,999	2.3	4.9	27.8	30.7	33.0	1.2	305
\$60,000–\$89,999	1.9	3.4	26.2	35.1	32.3	1.2	271
\$90,000 and over	2.3	3.6	28.0	28.5	36.0	1.6	210
Type of area							1,445
Rural	5.9	5.9	30.8	24.8	31.2	1.4	311
Urban	2.7	5.0	27.7	30.8	31.9	1.9	1,134
Region							1,460
British Columbia	1.6	7.3	21.6	31.1	34.8	3.6	200
Prairies and territories	3.9	5.5	32.7	28.6	28.2	1.1	256
Ontario	3.8	5.3	23.9	31.8	33.3	1.8	576
Quebec	4.3	3.4	38.6	24.2	28.2	1.3	325
Atlantic provinces	0.5	5.6	23.7	33.2	35.5	1.5	103
Total sample	3.4	5.2	28.4	29.5	31.6	1.8	1,460

**Do you recall hearing or seeing ADVERTISEMENTS telling you about ...**

(% YES)	... the calling of the election?	... the voter information card?	... the dates for advance voting?	... the date of the election?
Gender				
Men	63.9	53.2	61.2	80.3
Women	61.6	54.5	59.2	83.9
Age group				
Under 25	48.3	46.8	42.5	77.5
25–34	48.6	46.4	50.4	79.7
35–44	65.8	59.1	59.1	82.0
45–54	63.1	57.4	64.2	82.0
55–64	72.2	61.1	70.2	85.4
65 and over	78.8	53.4	78.3	88.4
Aboriginal respondents	56.1	47.6	55.4	79.5
First Nations on reserve	51.8	44.7	49.8	75.8
First Nations off reserve	58.6	49.7	57.1	81.0
Others (Métis, Inuit)	60.2	50.0	62.7	83.7
First language				
English	64.2	58.4	60.2	83.3
French	59.4	44.6	61.3	80.5
Other language	61.4	46.8	58.3	78.9
Country of birth				
Canada	62.7	54.2	59.7	82.4
Other country	62.8	51.1	62.9	80.4
Date immigrated to Canada				
Before 1970	67.7	57.2	66.9	83.5
1970 or later	52.9	41.8	56.6	74.9
Education level				
None/Elementary/High school	64.1	51.1	64.4	81.1
Technical/College/CEGEP	62.4	53.1	57.5	84.1
University	60.6	57.5	57.7	81.4
Annual household income				
Less than \$20,000	61.7	47.5	56.1	79.5
\$20,000–\$39,999	65.8	54.6	63.5	85.7
\$40,000–\$59,999	61.9	59.5	62.6	82.7
\$60,000–\$89,999	63.4	53.1	61.8	82.9
\$90,000 and over	59.5	59.1	55.0	79.9
Type of area				
Rural	65.5	57.4	61.2	84.7
Urban	61.9	52.9	60.0	81.5
Region				
British Columbia	65.5	57.5	58.5	80.8
Prairies and territories	66.3	52.1	58.1	83.5
Ontario	61.2	58.9	61.9	82.3
Quebec	58.0	43.8	58.9	79.9
Atlantic provinces	71.1	57.4	63.1	87.4
Total sample	62.7	53.9	60.2	82.1

**Did any of these advertisements make you more inclined to vote?**

	Yes	No	Don't know	<i>n</i>
Gender				2,738
Men	17.4	81.6	1.1	1,340
Women	21.5	77.4	1.1	1,399
Age group				2,623
Under 25	29.8	68.6	1.6	394
25–34	18.0	81.5	0.6	463
35–44	21.1	77.7	1.2	562
45–54	20.0	79.4	0.7	476
55–64	14.0	84.8	1.2	312
65 and over	12.1	86.9	1.0	416
Aboriginal respondents	32.2	66.5	1.3	603
First Nations on reserve	32.8	66.0	1.2	259
First Nations off reserve	31.7	66.7	1.6	183
Others (Métis, Inuit)	31.7	67.1	1.2	161
First language				2,729
English	18.8	80.0	1.2	1,800
French	15.3	84.0	0.7	634
Other language	32.6	66.9	0.5	296
Country of birth				2,721
Canada	18.5	80.5	0.9	2,372
Other country	25.4	73.0	1.6	349
Date immigrated to Canada				327
Before 1970	16.4	82.6	1.0	198
1970 or later	39.6	57.7	2.7	129
Education level				2,710
None/Elementary/High school	21.5	77.1	1.4	1,005
Technical/College/CEGEP	18.5	80.9	0.6	730
University	18.1	81.0	0.9	976
Annual household income				2,304
Less than \$20,000	22.3	75.2	2.5	331
\$20,000–\$39,999	21.9	77.2	0.8	589
\$40,000–\$59,999	18.1	80.6	1.3	544
\$60,000–\$89,999	18.5	80.8	0.7	468
\$90,000 and over	18.3	81.4	0.2	373
Type of area				2,712
Rural	17.7	81.5	0.8	579
Urban	19.9	79.0	1.1	2,134
Region				2,738
British Columbia	21.0	78.2	0.8	378
Prairies and territories	20.9	78.4	0.7	486
Ontario	22.2	76.2	1.7	1,034
Quebec	14.2	85.3	0.4	636
Atlantic provinces	16.3	82.2	1.5	204
Total sample	19.5	79.4	1.1	2,738

**During the election, did you see or hear any advertisements from Elections Canada that encouraged Aboriginal people specifically to vote?**

	Yes	No	Don't know	<i>n</i>
Aboriginal respondents				
First Nations on reserve	31.1	65.6	3.3	273
First Nations off reserve	19.9	78.5	1.6	191
Others (Métis, Inuit)	16.9	80.7	2.4	166
Total	24.0	73.5	2.5	630

**Where did you see (or hear) this advertisement?**

	Television	Radio	Newspaper	Internet	Other	Don't know	<i>n</i>
Aboriginal respondents							
First Nations on reserve	31.0	19.0	28.6	1.2	16.7	3.6	84
First Nations off reserve	43.6	7.7	23.1	0.0	15.4	10.3	39
Others (Métis, Inuit)	50.0	17.9	21.4	0.0	7.1	3.6	28
Total	37.7	15.9	25.8	0.7	14.6	5.3	151

**Using a 5-point scale where 1 means very negative and 5 means very positive, can you tell me how you felt about the ad?**

	1. Very negative	2	3. Neutral	4	5. Very positive	Don't know	<i>n</i>
Aboriginal respondents							
First Nations on reserve	4.7	8.2	32.9	21.2	30.6	2.4	85
First Nations off reserve	5.3	2.6	21.1	28.9	39.5	2.6	38
Others (Métis, Inuit)	10.7	7.1	35.7	21.4	21.4	3.6	28
Total	6.0	6.6	30.5	23.2	31.1	2.6	151

**Many people do not vote in federal elections. How about you? Did you vote in the June 28 federal election?**

	Yes	No	Don't know	<i>n</i>
Gender				2,822
Men	82.4	17.2	0.4	1,373
Women	83.4	16.5	0.1	1,449
Age group				2,704
Under 25	67.9	32.1	0.0	411
25–34	72.5	26.7	0.7	482
35–44	83.6	16.2	0.2	580
45–54	87.6	12.3	0.0	491
55–64	94.3	5.7	0.0	317
65 and over	94.3	5.7	0.0	424
Aboriginal respondents	59.5	40.3	0.2	630
First Nations on reserve	50.9	48.7	0.4	273
First Nations off reserve	63.9	36.1	0.0	191
Others (Métis. Inuit)	68.7	31.3	0.0	166
First language				2,813
English	84.5	15.2	0.3	1,848
French	80.2	19.5	0.2	656
Other language	78.8	21.2	0.0	309
Country of birth				2,804
Canada	82.7	17.0	0.3	2,441
Other country	84.2	15.8	0.0	363
Date immigrated to Canada				342
Before 1970	90.1	9.9	0.0	204
1970 or later	76.4	23.6	0.0	138
Education level				2,794
None/Elementary/High school	77.8	21.9	0.3	1,043
Technical/College/CEGEP	81.8	18.2	0.0	746
University	89.0	10.8	0.2	1,004
Annual household income				2,367
Less than \$20,000	71.1	28.8	0.0	351
\$20,000–\$39,999	80.5	19.2	0.3	602
\$40,000–\$59,999	85.8	13.6	0.6	552
\$60,000–\$89,999	86.9	13.1	0.0	478
\$90,000 and over	93.0	7.0	0.0	383
Type of area				2,795
Rural	80.8	19.0	0.2	593
Urban	83.6	16.2	0.3	2,202
Region				2,822
British Columbia	84.3	15.7	0.0	391
Prairies and territories	81.2	18.5	0.3	496
Ontario	85.6	14.0	0.4	1,063
Quebec	79.0	20.8	0.2	660
Atlantic provinces	83.2	16.8	0.0	213
Total sample	82.9	16.8	0.3	2,822

**What is the main reason you did not vote?**

	Wasn't interested	Didn't think their vote would matter	Didn't like candidates	Didn't know where to vote	Was out of town	Too busy at work	Too busy with personal/family life	None	Don't know	<i>n</i>
Gender										482
Men	19.7	2.8	15.1	4.6	9.0	12.9	7.6	23.9	4.4	242
Women	12.1	5.9	15.6	3.0	10.8	11.1	14.6	25.5	1.4	240
Age group										462
Under 25	20.0	2.3	9.7	5.0	8.0	19.7	13.7	20.0	1.6	132
25–34	15.6	5.4	15.5	4.2	8.1	9.7	14.9	23.2	3.3	132
35–44	14.8	4.7	20.1	0.4	11.9	11.2	9.6	22.4	4.8	95
45–54	16.5	5.3	17.2	4.1	9.6	10.6	4.8	31.9	0.1	61
55–64	10.3	0.9	28.1	5.5	17.9	11.3	2.1	23.8	0.0	18
65 and over	11.8	0.0	24.0	1.0	12.5	0.0	5.1	45.5	0.0	24
Aboriginal respondents	10.5	3.9	17.1	8.2	10.1	7.4	8.9	30.4	3.5	257
First Nations on reserve	8.1	3.7	12.6	8.9	11.9	6.7	9.6	32.6	5.9	135
First Nations off reserve	12.9	4.3	20.0	7.1	10.0	5.7	8.6	30.0	1.4	70
Others (Métis, Inuit)	13.5	3.8	25.0	7.7	5.8	11.5	7.7	25.0	0.0	52
First language										482
English	11.5	4.4	18.6	4.1	9.5	11.9	10.0	27.0	2.9	287
French	24.0	2.1	9.5	3.7	8.5	11.2	13.9	24.3	2.7	130
Other language	18.1	9.0	12.5	2.6	14.5	14.1	10.4	15.5	3.4	66
Country of birth										480
Canada	15.9	4.5	16.0	3.9	9.6	11.9	11.1	23.7	3.3	422
Other country	16.5	3.7	10.9	3.3	12.2	13.5	11.3	28.6	0.0	58
Date immigrated to Canada										53
Before 1970	5.1	0.4	20.5	4.4	13.5	12.6	11.2	32.3	0.0	20
1970 or later	20.4	3.2	7.4	0.0	13.3	16.0	9.4	30.3	0.0	33
Education level										478
None/Elementary/High school	18.6	4.9	16.0	3.1	8.1	11.1	10.5	24.3	3.4	232
Technical/College/CEGEP	15.6	4.3	11.6	5.9	12.4	11.6	11.9	26.2	0.7	136
University	11.3	3.5	18.9	2.8	10.8	15.0	11.8	22.8	3.1	110
Annual household income										387
Less than \$20,000	11.3	5.0	11.5	5.3	10.4	13.7	10.5	30.9	1.5	101
\$20,000–\$39,999	17.9	6.4	11.6	3.7	8.7	14.3	13.5	20.4	3.5	118
\$40,000–\$59,999	15.2	3.5	20.8	4.6	8.2	10.5	15.4	13.6	8.2	78
\$60,000–\$89,999	23.6	5.3	11.6	2.9	10.0	14.5	5.7	26.3	0.0	63
\$90,000 and over	10.1	5.4	34.6	0.0	22.8	0.0	3.8	23.3	0.0	27
Type of area										476
Rural	11.4	3.0	15.8	1.5	15.2	16.0	7.3	24.4	5.3	114
Urban	17.3	4.7	14.8	4.5	8.2	10.9	12.4	25.0	2.2	362
Region										482
British Columbia	20.6	2.3	18.3	4.8	14.4	17.5	5.0	13.8	3.3	61
Prairies and territories	7.1	8.1	14.1	4.6	17.5	9.5	12.4	21.4	5.3	93
Ontario	13.7	4.6	19.1	3.9	5.2	10.2	10.9	29.1	3.1	153
Quebec	23.5	2.9	12.1	1.7	7.4	12.7	11.9	26.5	1.2	139
Atlantic provinces	11.0	2.7	9.3	7.2	11.7	14.2	15.6	26.0	2.4	36
Total sample	15.9	4.4	15.3	3.8	9.9	12.0	11.1	24.7	2.9	482

**Which method did you use to vote?**

	Ordinary ballot on election day	Advance vote	Other (Special Voting Rules)	Don't know	<i>n</i>
Gender					2,339
Men	86.6	11.0	2.4	0.0	1,131
Women	87.0	11.5	1.4	0.1	1,208
Age group					2,241
Under 25	91.2	6.8	2.1	0.0	279
25–34	92.0	6.7	1.3	0.0	349
35–44	90.8	7.4	1.7	0.0	484
45–54	88.7	10.3	1.0	0.0	430
55–64	80.3	17.1	2.6	0.0	299
65 and over	78.2	19.3	2.5	0.3	400
Aboriginal respondents	90.1	8.0	1.9	0.0	373
First Nations on reserve	86.2	12.3	1.4	0.0	138
First Nations off reserve	93.4	5.0	1.7	0.0	121
Others (Métis, Inuit)	91.2	6.1	2.6	0.0	114
First language					2,331
English	87.1	11.2	1.7	0.1	1,561
French	85.1	12.3	2.6	0.0	526
Other language	89.4	9.4	1.1	0.0	244
Country of birth					289
Canada	86.8	11.4	1.8	0.1	2,018
Other country	87.0	10.6	2.4	0.0	306
Date immigrated to Canada					2,324
Before 1970	87.4	10.7	1.9	0.0	184
1970 or later	91.0	6.5	2.5	0.0	105
Education level					2,316
None/Elementary/High school	87.5	10.6	2.0	0.2	812
Technical/College/CEGEP	87.8	10.6	1.6	0.0	610
University	85.8	12.1	2.1	0.0	894
Annual household income					1,981
Less than \$20,000	83.1	12.5	4.4	0.5	250
\$20,000–\$39,999	88.6	9.7	1.7	0.0	485
\$40,000–\$59,999	88.5	9.3	2.2	0.0	474
\$60,000–\$89,999	87.3	11.5	1.2	0.0	416
\$90,000 and over	83.7	15.4	0.8	0.0	357
Type of area					2,319
Rural	87.8	10.6	1.5	0.3	480
Urban	86.5	11.5	2.0	0.0	1,840
Region					2,339
British Columbia	86.8	10.5	2.8	0.4	330
Prairies and territories	90.9	8.7	0.4	0.0	402
Ontario	85.6	12.6	1.7	0.0	910
Quebec	85.6	11.6	2.8	0.0	521
Atlantic provinces	87.3	11.1	1.6	0.0	177
Total sample	86.8	11.3	1.9	0.1	2,339



Using a 5-point scale where 1 means very difficult and 5 means very easy, how difficult or easy was it to vote?

	1. Very difficult	2	3. Neutral	4	5. Very easy	Don't know	<i>n</i>
Gender							2,335
Men	2.1	1.4	3.1	10.7	82.7	0.1	1,129
Women	1.9	1.9	3.3	8.5	84.2	0.2	1,206
Age group							2,237
Under 25	2.9	1.8	4.6	8.5	82.2	0.0	279
25–34	1.0	0.0	2.9	11.6	84.5	0.0	349
35–44	1.3	1.3	4.4	10.7	82.3	0.0	483
45–54	3.3	2.0	1.2	8.9	84.6	0.0	430
55–64	2.3	2.9	3.2	4.9	86.4	0.3	298
65 and over	1.2	2.0	2.8	12.6	80.8	0.7	398
Aboriginal respondents	3.3	3.3	6.5	13.9	73.1	0.0	368
First Nations on reserve	4.5	6.0	7.5	13.5	68.4	0.0	133
First Nations off reserve	3.3	0.8	6.6	12.4	76.9	0.0	121
Others (Métis, Inuit)	1.8	2.6	5.3	15.8	74.6	0.0	114
First language							2,326
English	1.8	1.9	2.8	9.5	83.8	0.1	1,559
French	2.8	1.5	3.2	11.0	81.6	0.0	525
Other language	1.3	0.3	6.2	7.3	84.4	0.6	243
Country of birth							2,320
Canada	1.9	1.9	2.9	9.8	83.3	0.1	2,014
Other country	2.3	0.3	4.9	7.8	84.4	0.3	306
Date immigrated to Canada							289
Before 1970	2.8	0.0	3.8	4.4	89.1	0.0	184
1970 or later	1.7	0.0	7.6	14.1	75.8	0.8	105
Education level							2,311
None/Elementary/High school	2.5	1.8	4.3	11.0	80.0	0.3	809
Technical/College/CEGEP	2.3	1.4	2.7	8.3	85.3	0.0	609
University	1.3	1.4	2.7	9.2	85.4	0.1	893
Annual household income							1,976
Less than \$20,000	2.7	1.1	2.4	12.5	81.3	0.0	248
\$20,000–\$39,999	2.9	1.7	3.3	12.2	79.7	0.2	483
\$40,000–\$59,999	1.3	0.8	4.1	7.8	85.5	0.5	474
\$60,000–\$89,999	1.7	1.8	4.6	7.9	84.0	0.0	415
\$90,000 and over	1.5	1.7	1.6	8.0	87.2	0.0	356
Type of area							2,315
Rural	2.5	1.1	3.1	10.9	82.3	0.2	477
Urban	1.8	1.8	3.2	9.2	83.7	0.1	1,837
Region							2,335
British Columbia	3.3	2.9	4.2	8.9	79.7	1.0	328
Prairies and territories	2.2	2.1	4.1	7.8	83.8	0.0	402
Ontario	0.9	1.1	2.2	10.1	85.7	0.0	909
Quebec	2.8	1.5	4.1	10.6	81.1	0.0	520
Atlantic provinces	2.1	1.6	2.1	9.1	85.1	0.0	175
Total sample	2.0	1.7	3.2	9.6	83.4	0.1	2,335

Using a 5-point scale where 1 means not at all satisfied and 5 means very satisfied, how satisfied were you with the distance of the polling station from your home?

	1. Not at all satisfied	2	3. Neutral	4	5. Very satisfied	Don't know	<i>n</i>
Gender							2,294
Men	1.9	1.8	4.1	12.5	79.4	0.4	1,103
Women	1.6	1.2	3.9	8.9	84.3	0.2	1,191
Age group							2,199
Under 25	4.0	2.3	4.2	11.3	78.1	0.0	273
25–34	0.9	2.2	3.4	8.6	85.0	0.0	345
35–44	1.8	1.0	4.3	8.5	84.0	0.3	475
45–54	2.1	1.3	4.6	10.7	81.4	0.0	426
55–64	1.1	1.0	1.7	12.3	83.6	0.3	291
65 and over	0.9	1.9	4.7	13.0	78.5	1.0	390
Aboriginal respondents	4.7	2.8	3.6	15.0	74.0	0.5	361
First Nations on reserve	4.6	5.3	6.1	16.0	67.9	0.0	131
First Nations off reserve	5.9	0.8	1.7	14.3	77.3	0.0	119
Others (Métis, Inuit)	3.6	1.8	2.7	14.4	77.5	0.0	111
First language							2,287
English	1.3	1.6	2.7	10.4	83.8	0.3	1,534
French	3.0	1.6	7.0	10.6	77.7	0.2	513
Other language	2.0	0.2	5.8	12.7	79.4	0.0	240
Country of birth							2,280
Canada	1.7	1.5	3.6	10.6	82.4	0.2	1,982
Other country	2.0	0.8	6.4	10.8	79.4	0.5	298
Date immigrated to Canada							283
Before 1970	1.6	0.7	6.3	8.1	82.6	0.8	181
1970 or later	3.0	1.3	6.7	15.4	73.6	0.0	103
Education level							2,270
None/Elementary/High school	1.9	1.5	4.4	11.9	79.9	0.4	795
Technical/College/CEGEP	1.3	1.9	3.0	10.7	83.1	0.0	600
University	1.8	1.1	4.4	9.0	83.3	0.4	875
Annual household income							1,942
Less than \$20,000	3.9	2.7	3.3	11.5	78.5	0.0	238
\$20,000–\$39,999	1.6	2.1	4.8	9.7	80.9	0.8	476
\$40,000–\$59,999	1.0	1.4	2.6	10.6	83.9	0.5	464
\$60,000–\$89,999	2.6	1.3	3.7	10.4	82.1	0.0	411
\$90,000 and over	1.7	1.0	4.5	7.1	85.7	0.0	353
Type of area							2,275
Rural	1.8	1.0	3.5	11.4	82.0	0.2	471
Urban	1.7	1.6	4.1	10.4	81.9	0.3	1,803
Region							2,294
British Columbia	1.7	2.0	4.0	11.1	80.7	0.4	321
Prairies and territories	0.8	1.3	2.3	11.5	83.7	0.4	401
Ontario	1.6	1.4	3.7	10.7	82.3	0.3	893
Quebec	2.8	1.5	6.5	9.9	79.1	0.2	506
Atlantic provinces	1.5	1.5	1.5	9.3	86.2	0.0	174
Total sample	1.7	1.5	4.0	10.6	81.9	0.3	2,294

Using a 5-point scale where 1 means not at all satisfied and 5 means very satisfied, how satisfied were you with the languages spoken at the polling station?

	1. Not at all satisfied	2	3. Neutral	4	5. Very satisfied	Don't know	<i>n</i>
Gender							2,294
Men	0.7	0.1	2.3	9.6	86.6	0.7	1,103
Women	0.4	0.5	2.0	7.2	88.5	1.4	1,191
Age group							2,199
Under 25	1.6	0.2	3.1	9.6	84.3	1.1	273
25–34	0.9	0.6	2.7	5.8	89.0	0.9	345
35–44	0.1	0.3	2.7	7.4	89.1	0.3	475
45–54	0.4	0.1	1.9	9.4	87.8	0.4	426
55–64	0.8	0.1	0.6	8.2	89.3	1.0	291
65 and over	0.0	0.3	2.2	9.3	85.7	2.5	390
Aboriginal respondents	1.7	3.6	4.2	12.2	77.8	0.6	361
First Nations on reserve	0.8	5.3	4.6	14.5	74.8	0.0	131
First Nations off reserve	2.5	4.2	3.4	11.8	76.5	1.7	119
Others (Métis, Inuit)	1.8	0.9	4.5	9.9	82.9	0.0	111
First language							2,287
English	0.3	0.1	1.4	7.7	89.4	1.1	1,534
French	1.5	0.2	2.7	8.3	86.2	1.1	513
Other language	0.1	1.5	5.6	11.6	80.0	1.1	240
Country of birth							2,280
Canada	0.5	0.3	1.9	8.0	88.4	0.8	1,982
Other country	0.6	0.0	4.0	9.5	83.3	2.6	298
Date immigrated to Canada							283
Before 1970	0.0	0.0	3.1	5.5	87.7	3.7	181
1970 or later	1.8	0.0	6.2	16.1	75.9	0.0	103
Education level							2,270
None/Elementary/High school	0.6	0.3	2.2	10.9	84.8	1.1	795
Technical/College/CEGEP	1.0	0.4	1.4	6.6	90.2	0.4	600
University	0.1	0.2	2.7	7.0	88.5	1.5	875
Annual household income							1,942
Less than \$20,000	0.7	0.9	2.3	8.8	86.4	0.9	238
\$20,000–\$39,999	1.3	0.4	3.3	9.1	84.8	1.2	476
\$40,000–\$59,999	0.2	0.0	1.1	8.9	89.3	0.4	464
\$60,000–\$89,999	0.1	0.3	2.2	7.8	88.3	1.3	411
\$90,000 and over	0.8	0.1	0.9	5.9	92.1	0.3	353
Type of area							2,275
Rural	0.8	0.6	1.3	7.0	89.3	1.0	471
Urban	0.4	0.2	2.3	8.7	87.2	1.1	1,803
Region							2,294
British Columbia	0.6	0.0	2.3	9.6	85.4	2.1	321
Prairies and territories	0.0	0.8	1.9	6.8	89.8	0.6	401
Ontario	0.4	0.0	2.2	8.8	87.1	1.3	893
Quebec	1.1	0.5	2.0	9.3	86.5	0.6	506
Atlantic provinces	0.3	0.0	2.6	4.6	92.2	0.4	174
Total sample	0.5	0.3	2.1	8.3	87.6	1.1	2,294

Using a 5-point scale where 1 means not at all satisfied and 5 means very satisfied, how satisfied were you with the clarity of information given at the polling station?

	1. Not at all satisfied	2	3. Neutral	4	5. Very satisfied	Don't know	<i>n</i>
Gender							2,294
Men	1.7	1.3	5.6	18.3	72.2	1.0	1,103
Women	1.9	1.6	4.7	14.6	76.1	1.2	1,191
Age group							2,199
Under 25	2.9	3.4	9.9	22.7	61.1	0.1	273
25–34	1.5	1.4	5.0	15.0	77.1	0.1	345
35–44	1.4	1.2	4.0	16.7	75.3	1.3	475
45–54	2.3	0.3	5.1	13.8	76.9	1.7	426
55–64	1.8	2.7	3.3	16.6	75.7	0.0	291
65 and over	0.8	1.2	5.3	15.3	74.5	2.8	390
Aboriginal respondents	3.0	4.2	9.1	20.2	61.5	1.9	361
First Nations on reserve	3.8	4.6	9.9	26.0	51.1	4.6	131
First Nations off reserve	1.7	4.2	9.2	15.1	68.9	0.8	119
Others (Métis, Inuit)	3.6	3.6	8.1	18.9	65.8	0.0	111
First language							2,287
English	1.6	1.1	5.2	16.3	74.8	1.0	1,534
French	1.8	1.8	4.8	17.1	73.2	1.2	513
Other language	2.8	3.0	5.3	14.5	73.0	1.3	240
Country of birth							2,280
Canada	1.8	1.4	5.1	16.3	74.4	1.0	1,982
Other country	1.9	2.2	4.6	15.3	74.4	1.5	298
Date immigrated to Canada							283
Before 1970	2.4	1.8	4.5	12.4	76.4	2.5	181
1970 or later	1.3	3.3	5.6	21.8	68.0	0.0	103
Education level							2,270
None/Elementary/High school	2.2	1.7	4.9	16.3	73.2	1.6	795
Technical/College/CEGEP	1.4	1.5	5.5	13.2	78.0	0.5	600
University	1.5	1.3	5.0	18.6	72.5	1.1	875
Annual household income							1,942
Less than \$20,000	3.9	1.4	8.8	16.5	67.6	1.8	238
\$20,000–\$39,999	1.2	2.3	4.1	17.3	74.0	1.2	476
\$40,000–\$59,999	1.6	1.4	3.3	14.0	78.6	1.1	464
\$60,000–\$89,999	1.9	0.7	6.2	16.9	73.7	0.7	411
\$90,000 and over	1.4	0.8	4.6	16.2	76.5	0.5	353
Type of area							2,275
Rural	2.0	2.1	4.7	15.3	74.3	1.6	471
Urban	1.7	1.3	5.2	16.7	74.2	1.0	1,803
Region							2,294
British Columbia	1.6	2.3	6.2	19.5	69.6	0.8	321
Prairies and territories	3.1	1.7	6.1	13.9	74.0	1.2	401
Ontario	1.1	1.2	5.0	17.2	74.6	1.0	893
Quebec	2.1	1.8	4.7	16.2	73.7	1.5	506
Atlantic provinces	1.4	0.0	2.7	12.8	82.2	0.8	174
Total sample	1.8	1.5	5.1	16.4	74.2	1.1	2,294

Using a 5-point scale where 1 means you strongly disagree and 5 means you strongly agree, to what extent do you agree or disagree with the statement “My vote doesn't really matter”?

	1. Strongly disagree	2	3. Neutral	4	5. Strongly agree	Don't know	<i>n</i>
Gender							2,822
Men	58.6	13.7	8.4	7.8	11.2	0.3	1,373
Women	60.3	15.1	8.7	5.8	9.4	0.7	1,449
Age group							2,704
Under 25	51.6	17.6	15.3	8.6	6.5	0.4	411
25–34	57.7	15.9	7.7	9.1	9.5	0.1	482
35–44	60.6	14.4	9.2	6.1	9.7	0.0	580
45–54	65.8	10.5	9.2	6.6	7.5	0.4	491
55–64	67.2	14.9	5.5	3.9	8.4	0.0	317
65 and over	54.8	14.3	4.3	6.2	18.3	2.0	424
Aboriginal respondents	41.3	19.2	11.1	9.0	17.9	1.4	630
First Nations on reserve	35.5	16.5	13.6	11.0	21.2	2.2	273
First Nations off reserve	44.0	20.9	9.4	7.9	16.8	1.0	191
Others (Métis, Inuit)	47.6	21.7	9.0	7.2	13.9	0.6	166
First language							2,813
English	61.4	14.5	7.7	6.3	9.8	0.3	1,848
French	55.6	14.5	11.1	8.3	9.2	1.2	656
Other language	55.6	13.8	8.6	6.4	15.1	0.5	309
Country of birth							2,804
Canada	59.8	14.2	8.7	7.0	9.8	0.6	2,441
Other country	56.4	16.0	7.9	5.9	13.5	0.3	363
Date immigrated to Canada							342
Before 1970	60.6	13.5	5.8	3.5	16.1	0.6	204
1970 or later	54.7	18.3	8.6	9.7	8.7	0.0	138
Education level							2,794
None/Elementary/High school	53.6	13.4	8.0	7.8	16.3	0.9	1,043
Technical/College/CEGEP	60.1	14.2	10.5	7.1	7.8	0.2	746
University	65.3	15.6	7.8	5.6	5.5	0.2	1,004
Annual household income							2,367
Less than \$20,000	43.9	19.0	13.2	9.0	13.7	1.3	351
\$20,000–\$39,999	56.8	11.8	7.4	8.0	15.2	0.8	602
\$40,000–\$59,999	57.5	14.3	10.6	8.1	9.0	0.5	552
\$60,000–\$89,999	67.6	13.9	6.6	6.3	5.6	0.0	478
\$90,000 and over	72.0	12.6	5.9	4.6	4.9	0.0	383
Type of area							2,795
Rural	58.0	11.0	9.6	6.6	13.4	1.4	593
Urban	60.0	15.2	8.3	6.9	9.4	0.3	2,202
Region							2,822
British Columbia	60.3	12.4	9.1	7.4	10.1	0.7	391
Prairies and territories	54.4	12.4	10.4	7.0	15.4	0.2	496
Ontario	62.7	16.4	6.4	5.8	8.4	0.2	1,063
Quebec	55.7	14.8	10.9	8.4	9.0	1.2	660
Atlantic provinces	64.6	11.4	6.5	5.2	12.1	0.3	213
Total sample	59.4	14.4	8.6	6.8	10.3	0.5	2,822

Using a 5-point scale where 1 means you strongly disagree and 5 means you strongly agree, to what extent do you agree or disagree with the statement “It is the duty of citizens to vote in elections”?

	1. Strongly disagree	2	3. Neutral	4	5. Strongly agree	Don't know	<i>n</i>
Gender							2,822
Men	4.8	2.8	6.4	14.0	71.8	0.1	1,373
Women	2.3	1.1	5.6	13.7	77.0	0.4	1,449
Age group							2,704
Under 25	3.9	2.6	12.8	21.3	59.0	0.3	411
25–34	3.8	3.8	6.0	16.6	69.1	0.7	482
35–44	3.5	0.8	5.7	12.5	77.5	0.0	580
45–54	4.1	1.9	5.5	9.8	78.8	0.0	491
55–64	2.6	1.8	3.2	10.5	81.9	0.0	317
65 and over	2.2	0.9	2.8	12.6	81.5	0.0	424
Aboriginal respondents	5.2	4.8	12.1	17.8	58.9	1.3	630
First Nations on reserve	7.0	5.1	14.7	15.4	55.7	2.2	273
First Nations off reserve	4.7	5.2	13.1	19.9	57.1	0.0	191
Others (Métis, Inuit)	3.0	3.6	6.6	19.3	66.3	1.2	166
First language							2,813
English	3.6	1.9	5.8	13.9	74.6	0.2	1,848
French	3.7	2.4	6.1	13.1	74.5	0.2	656
Other language	2.9	1.0	7.0	15.9	73.3	0.0	309
Country of birth							2,804
Canada	3.9	2.0	6.0	13.7	74.2	0.2	2,441
Other country	1.4	1.5	5.9	14.8	76.4	0.0	363
Date immigrated to Canada							342
Before 1970	1.8	2.2	2.0	12.1	81.9	0.0	204
1970 or later	0.9	0.0	10.2	19.0	70.0	0.0	138
Education level							2,794
None/Elementary/High school	4.9	2.1	7.8	14.7	70.0	0.4	1,043
Technical/College/CEGEP	3.1	1.6	6.7	11.6	76.9	0.1	746
University	2.4	2.1	3.7	14.4	77.4	0.0	1,004
Annual household income							2,367
Less than \$20,000	4.2	1.7	9.8	17.3	66.5	0.4	351
\$20,000–\$39,999	4.1	2.5	6.4	11.3	75.0	0.6	602
\$40,000–\$59,999	2.9	1.9	4.4	12.0	78.7	0.0	552
\$60,000–\$89,999	3.6	1.9	4.7	14.3	75.5	0.0	478
\$90,000 and over	2.5	0.6	3.7	15.4	77.8	0.0	383
Type of area							2,795
Rural	3.8	0.6	6.0	14.7	74.7	0.2	593
Urban	3.4	2.3	6.0	13.6	74.5	0.2	2,202
Region							2,822
British Columbia	3.2	2.5	7.8	15.6	70.8	0.1	391
Prairies and territories	4.5	2.5	6.2	13.1	73.6	0.1	496
Ontario	2.8	1.2	5.8	14.9	75.1	0.2	1,063
Quebec	3.7	2.6	4.8	13.0	75.7	0.2	660
Atlantic provinces	4.7	1.4	7.0	9.6	76.7	0.6	213
Total sample	3.5	1.9	6.0	13.9	74.5	0.2	2,822

Using a 5-point scale where 1 means you strongly disagree and 5 means you strongly agree, to what extent do you agree or disagree with the statement “The major issues of the day are too complicated for most voters”?

	1. Strongly disagree	2	3. Neutral	4	5. Strongly agree	Don't know	<i>n</i>
Gender							2,822
Men	29.6	24.8	20.1	14.5	9.5	1.5	1,373
Women	30.0	22.6	24.0	13.1	8.7	1.6	1,449
Age group							2,704
Under 25	28.0	27.6	22.4	15.3	5.5	1.2	411
25–34	29.2	25.1	21.0	15.7	7.0	2.0	482
35–44	30.6	23.3	24.1	11.9	9.4	0.7	580
45–54	34.2	25.0	15.7	14.4	9.7	1.2	491
55–64	32.1	23.3	23.2	8.7	11.4	1.3	317
65 and over	25.2	17.0	28.2	16.1	12.2	1.4	424
Aboriginal respondents	22.7	19.4	24.0	16.0	14.9	3.0	630
First Nations on reserve	19.0	17.2	24.9	16.5	18.3	4.0	273
First Nations off reserve	25.7	15.7	28.3	15.7	12.0	2.6	191
Others (Métis, Inuit)	25.3	27.1	17.5	15.7	12.7	1.8	166
First language							2,813
English	32.5	26.0	20.3	12.4	7.9	1.0	1,848
French	25.4	18.7	26.0	16.2	11.8	2.0	656
Other language	23.5	19.9	25.0	17.4	10.9	3.3	309
Country of birth							2,804
Canada	30.7	24.1	21.8	13.3	8.9	1.2	2,441
Other country	24.5	20.8	24.8	16.3	10.8	2.9	363
Date immigrated to Canada							342
Before 1970	27.9	19.9	22.9	15.1	11.4	2.8	204
1970 or later	20.2	20.8	26.8	19.8	9.4	3.0	138
Education level							2,794
None/Elementary/High school	26.4	19.5	24.6	14.4	13.3	1.8	1,043
Technical/College/CEGEP	30.1	23.1	21.6	15.3	8.7	1.3	746
University	33.3	28.4	19.9	12.2	5.0	1.2	1,004
Annual household income							2,367
Less than \$20,000	23.5	18.1	24.3	17.6	13.9	2.5	351
\$20,000–\$39,999	28.1	20.0	20.0	18.1	11.2	2.6	602
\$40,000–\$59,999	31.0	22.6	25.6	13.3	6.6	0.8	552
\$60,000–\$89,999	34.7	28.0	16.0	13.2	8.0	0.1	478
\$90,000 and over	34.3	31.2	21.1	7.4	5.7	0.3	383
Type of area							2,795
Rural	28.5	20.5	24.6	15.1	9.3	1.9	593
Urban	30.2	24.5	21.4	13.4	9.0	1.4	2,202
Region							2,822
British Columbia	33.4	23.9	22.3	12.6	6.4	1.4	391
Prairies and territories	31.8	26.6	18.8	12.4	8.7	1.7	496
Ontario	28.8	25.3	22.5	13.7	8.4	1.3	1,063
Quebec	26.9	18.3	24.3	16.5	11.8	2.1	660
Atlantic provinces	32.4	24.6	20.6	11.2	10.2	0.9	213
Total sample	29.8	23.7	22.1	13.8	9.1	1.5	2,822

Using a 5-point scale where 1 means you strongly disagree and 5 means you strongly agree, to what extent do you agree or disagree with the statement “None of the political parties addressed the issues that are important to me”?

	1. Strongly disagree	2	3. Neutral	4	5. Strongly agree	Don't know	<i>n</i>
Gender							2,822
Men	22.5	23.2	24.2	15.5	12.6	2.1	1,373
Women	23.4	22.9	26.2	13.7	10.2	3.6	1,449
Age group							2,704
Under 25	21.5	25.3	25.9	15.2	7.8	4.3	411
25–34	23.3	26.8	25.1	13.9	8.1	2.8	482
35–44	22.1	24.7	26.6	13.5	11.2	1.9	580
45–54	24.3	23.7	23.8	12.6	14.0	1.6	491
55–64	26.3	21.5	21.3	16.8	12.1	1.9	317
65 and over	21.2	17.8	24.5	16.4	15.3	4.8	424
Aboriginal respondents	18.3	18.6	27.0	14.3	18.7	3.2	630
First Nations on reserve	16.5	13.9	27.1	14.3	23.8	4.4	273
First Nations off reserve	20.4	21.5	26.7	13.1	16.2	2.1	191
Others (Métis, Inuit)	18.7	22.9	27.1	15.7	13.3	2.4	166
First language							2,813
English	23.9	23.8	25.7	14.2	10.7	1.7	1,848
French	22.6	20.3	25.4	15.2	11.4	5.2	656
Other language	18.1	24.2	21.4	16.0	15.9	4.4	309
Country of birth							2,804
Canada	23.5	23.0	25.7	14.6	10.6	2.7	2,441
Other country	19.5	23.3	22.1	14.8	16.7	3.6	363
Date immigrated to Canada							342
Before 1970	22.3	20.2	20.9	15.7	18.5	2.4	204
1970 or later	17.5	31.4	20.4	13.9	12.3	4.5	138
Education level							2,794
None/Elementary/High school	20.4	18.7	26.3	15.0	14.1	5.3	1,043
Technical/College/CEGEP	22.9	21.6	26.6	14.0	12.5	2.4	746
University	25.9	29.0	22.6	14.4	7.9	0.4	1,004
Annual household income							2,367
Less than \$20,000	19.6	20.4	24.5	15.0	15.1	5.3	351
\$20,000–\$39,999	22.7	20.5	25.6	15.9	11.1	4.2	602
\$40,000–\$59,999	22.4	23.3	25.5	16.5	10.6	1.8	552
\$60,000–\$89,999	24.6	25.2	25.1	13.6	10.6	1.0	478
\$90,000 and over	27.5	29.4	22.2	10.8	9.6	0.5	383
Type of area							2,795
Rural	22.1	20.6	25.6	14.6	14.1	2.9	593
Urban	23.2	23.7	25.1	14.6	10.5	2.8	2,202
Region							2,822
British Columbia	20.9	23.3	27.0	13.9	14.2	0.7	391
Prairies and territories	20.5	22.5	28.0	13.7	12.0	3.3	496
Ontario	26.0	24.7	23.2	15.6	9.0	1.6	1,063
Quebec	21.6	20.1	25.5	14.5	12.5	5.7	660
Atlantic provinces	21.0	24.4	25.1	13.2	13.4	2.8	213
Total sample	22.9	23.0	25.2	14.6	11.4	2.8	2,822



Using a 5-point scale where 1 means not at all closely and 5 means very closely, how closely would you say you followed the June 28 federal election?

	1. Not at all closely	2	3. Neutral	4	5. Very closely	Don't know	<i>n</i>
Gender							2,822
Men	12.1	11.3	23.4	26.5	26.1	0.5	1,373
Women	15.9	14.8	29.5	21.0	18.2	0.6	1,449
Age group							2,704
Under 25	23.3	15.6	31.2	18.8	11.1	0.0	411
25–34	21.3	16.1	28.2	20.7	13.6	0.0	482
35–44	12.8	15.6	24.3	27.8	18.7	0.8	580
45–54	12.2	12.8	25.9	21.4	27.1	0.6	491
55–64	8.3	8.0	27.8	26.4	29.3	0.2	317
65 and over	6.2	9.3	23.1	25.8	34.2	1.4	424
Aboriginal respondents	21.4	16.8	22.7	15.9	22.4	0.8	630
First Nations on reserve	23.1	20.1	21.2	16.1	17.9	1.5	273
First Nations off reserve	23.0	13.1	24.1	12.6	26.7	0.5	191
Others (Métis, Inuit)	16.9	15.7	23.5	19.3	24.7	0.0	166
First language							2,813
English	12.1	11.8	26.5	24.8	24.4	0.3	1,848
French	21.2	16.5	27.3	20.0	14.8	0.2	656
Other language	11.1	13.5	24.2	25.2	23.2	2.9	309
Country of birth							2,804
Canada	15.0	13.6	26.6	23.7	20.8	0.4	2,441
Other country	8.2	9.9	25.6	24.1	30.8	1.5	363
Date immigrated to Canada							342
Before 1970	6.7	7.7	21.0	26.8	37.1	0.8	204
1970 or later	9.4	13.4	31.2	20.9	23.2	2.0	138
Education level							2,794
None/Elementary/High school	21.5	14.1	27.7	19.1	16.7	0.9	1,043
Technical/College/CEGEP	13.9	15.5	27.2	23.7	19.4	0.3	746
University	6.8	10.2	24.5	28.7	29.5	0.3	1,004
Annual household income							2,367
Less than \$20,000	22.6	12.6	30.1	14.7	18.8	1.2	351
\$20,000–\$39,999	15.7	12.2	28.2	21.3	21.5	1.0	602
\$40,000–\$59,999	13.3	14.9	27.3	23.0	21.1	0.3	552
\$60,000–\$89,999	10.7	13.0	22.4	29.6	24.0	0.3	478
\$90,000 and over	8.8	11.1	22.9	30.0	27.1	0.0	383
Type of area							2,795
Rural	16.1	13.5	28.1	23.2	18.5	0.6	593
Urban	13.5	13.0	26.1	23.9	22.9	0.6	2,202
Region							2,822
British Columbia	11.7	9.6	25.3	24.6	27.4	1.3	391
Prairies and territories	15.1	13.0	27.4	21.9	21.5	1.2	496
Ontario	10.0	11.0	26.0	27.3	25.3	0.3	1,063
Quebec	21.4	17.7	27.6	20.0	13.1	0.2	660
Atlantic provinces	13.8	15.6	25.6	19.8	24.9	0.3	213
Total sample	14.1	13.1	26.5	23.7	22.1	0.6	2,822

**Using a 5-point scale where 1 means not at all knowledgeable and 5 means very knowledgeable, how knowledgeable would you say you are about the policies and election platforms of the various political parties that participated in the election?**

	1. Not at all knowledgeable	2	3. Neutral	4	5. Very knowledgeable	Don't know	<i>n</i>
Gender							2,822
Men	8.4	16.2	28.5	29.2	16.9	0.7	1,373
Women	13.3	19.1	34.7	24.5	7.7	0.7	1,449
Age group							2,704
Under 25	17.9	23.8	31.8	20.3	5.1	1.2	411
25–34	14.3	21.8	32.9	24.6	6.3	0.0	482
35–44	11.4	20.4	30.8	26.3	10.9	0.2	580
45–54	9.1	15.9	29.6	31.4	13.8	0.3	491
55–64	4.5	13.0	32.8	32.0	17.3	0.3	317
65 and over	7.5	10.2	31.8	27.2	21.3	2.1	424
Aboriginal respondents	22.5	22.5	27.9	15.2	11.3	0.5	630
First Nations on reserve	27.5	23.8	30.0	9.5	8.1	1.1	273
First Nations off reserve	20.4	22.0	26.2	18.3	13.1	0.0	191
Others (Métis, Inuit)	16.9	21.1	26.5	21.1	14.5	0.0	166
First language							2,813
English	8.9	16.1	31.9	29.3	13.1	0.6	1,848
French	16.3	19.7	32.7	21.1	9.4	0.7	656
Other language	12.0	22.8	27.9	24.2	11.4	1.7	309
Country of birth							2,804
Canada	11.3	17.8	32.1	26.6	11.6	0.6	2,441
Other country	9.1	16.7	29.2	28.7	14.8	1.5	363
Date immigrated to Canada							342
Before 1970	7.4	11.8	28.2	29.9	21.9	0.9	204
1970 or later	11.5	23.9	28.5	27.5	6.6	2.0	138
Education level							2,794
None/Elementary/High school	18.0	19.9	31.7	19.6	9.5	1.3	1,043
Technical/College/CEGEP	10.6	19.8	34.5	26.1	8.6	0.3	746
University	4.0	13.8	29.6	34.9	17.5	0.3	1,004
Annual household income							2,367
Less than \$20,000	21.6	19.6	27.0	20.2	10.1	1.5	351
\$20,000–\$39,999	13.2	16.8	36.1	21.0	12.1	0.8	602
\$40,000–\$59,999	8.7	21.3	30.7	29.0	10.2	0.2	552
\$60,000–\$89,999	8.1	16.9	33.6	29.5	11.7	0.0	478
\$90,000 and over	3.5	11.2	29.1	37.7	18.0	0.5	383
Type of area							2,795
Rural	13.5	20.0	31.9	23.6	9.9	1.1	593
Urban	10.2	17.0	31.7	27.7	12.7	0.6	2,202
Region							2,822
British Columbia	8.5	15.4	28.6	29.0	16.9	1.6	391
Prairies and territories	11.4	18.0	33.7	23.1	13.3	0.5	496
Ontario	8.2	15.7	30.6	32.7	12.4	0.4	1,063
Quebec	16.2	21.1	34.2	19.0	8.3	1.2	660
Atlantic provinces	11.7	20.3	30.2	25.9	11.8	0.0	213
Total sample	10.9	17.7	31.7	26.8	12.2	0.7	2,822

Using a 5-point scale where 1 means you strongly disagree and 5 means you strongly agree, to what extent do you agree or disagree with the statement “Aboriginal people in Canada would be better off if more Aboriginal people were elected to Parliament”?

	1. Strongly disagree	2	3. Neutral	4	5. Strongly agree	Don't know	<i>n</i>
Aboriginal respondents							
First Nations on reserve	5.5	4.0	15.8	18.7	54.6	1.5	273
First Nations off reserve	3.7	5.2	21.5	19.9	46.6	3.1	191
Others (Métis, Inuit)	15.1	7.2	18.1	24.7	33.1	1.8	166
Total	7.5	5.2	18.1	20.6	46.5	2.1	630

Using a 5-point scale where 1 means you strongly disagree and 5 means you strongly agree, to what extent do you agree or disagree with the statement “I would be more likely to vote if there were more Aboriginal candidates in federal elections”?

	1. Strongly disagree	2	3. Neutral	4	5. Strongly agree	Don't know	<i>n</i>
Aboriginal respondents							
First Nations on reserve	7.7	7.3	15.4	14.7	53.1	1.8	273
First Nations off reserve	17.8	7.9	20.9	13.6	37.7	2.1	191
Others (Métis, Inuit)	24.1	10.8	28.3	12.0	23.5	1.2	166
Total	15.1	8.4	20.5	13.7	40.6	1.7	630

Using a 5-point scale where 1 means you strongly disagree and 5 means you strongly agree, to what extent do you agree or disagree with the statement “There should be a guaranteed number of Aboriginal people in Parliament”?

	1. Strongly disagree	2	3. Neutral	4	5. Strongly agree	Don't know	<i>n</i>
Aboriginal respondents							
First Nations on reserve	7.3	7.0	14.3	15.0	54.6	1.8	273
First Nations off reserve	10.5	6.8	16.2	15.2	48.2	3.1	191
Others (Métis, Inuit)	24.1	10.2	19.9	16.9	27.7	1.2	166
Total	12.7	7.8	16.3	15.6	45.6	2.1	630