

ENVIRONICS RESEARCH

Voter Information Campaign: Pre-Event Testing of Communications Products

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Voter Information Campaign: Pre-Event Testing of Communications Products 2018: Have Your ID Ready Poster and the Voter Information Card

Final Report

Prepared for Elections Canada

Supplier name: Environics Research

January 2019

This report presents the results of public opinion research conducted by Environics Research on behalf of Elections Canada, to evaluate the communications products being prepared for the 43rd general election. This research included in-depth individual interviews and a quantitative online survey to test specific communications products.

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Executive summary

1. Background and objectives

Ahead of the 2019 general election, Elections Canada was seeking to improve two communication products: the “Have your ID Ready” poster (the Poster) and the voter information card (the VIC). Both documents contain complex information that electors need to register and to vote. Internal and external consultations indicate that both are potentially difficult to understand, which may present challenges to some electors in exercising their democratic right to vote. Mock-ups of the Poster (five, including three with the full list of ID and two with a short list of ID) and the VIC (two versions, plus a Replacement VIC) were designed and tested. The communications products reflected the requirements of the Canada Elections Act at the time of the research, which was conducted prior to Royal Assent of Bill C-76 (Election Modernization Act).

The research objectives were to:

- gather electors’ opinions regarding the Poster and VIC designs, including comprehension of the messages and perceived strengths and weaknesses of the design/layout;
- assess which Poster design(s) is most likely to assist electors to easily understand the different options for proving identity and address, and search for and identify whether they have two pieces of identification that are on the Poster under option 2; and,
- assess which VIC design(s) are most likely to assist electors to easily understand whether they need to take action to register, and where and when to vote.

2. Methodology

The research involved quantitative and qualitative research to test these communications products.

The quantitative research involved an online survey with members of an online panel age 18 and over, including a general population group and individuals from target groups of interest. The survey took place from October 23 to November 10, 2018. The sample was weighted to 2016 Census data to ensure it was representative of the Canadian population by region and gender. The following sample disposition was achieved:

Target group	Target (quota)	Actual Unweighted	Actual Weighted*
Total	2,500	2,532	2,532
General population (25-64)	1,000	1,009	1,031
Young electors (18-24)	300	302	308
Seniors (65+)	300	306	315
Indigenous electors	300	305	290
Disabled electors	300	305	281
New Canadians	300	305	307

The qualitative research involved 27 in-depth individual interviews conducted in-person between November 2 and December 19, 2018, with the following target audiences: electors with low literacy (9), seniors aged 75+ (4), electors with disabilities (7), Indigenous electors (4) and electors without Internet access at home (3). These interviews took place in Ottawa, Gatineau and Toronto, and were recruited through service providers working with the target audiences. Eighteen of these interviews were conducted in English and nine in French.

3. Statement of limitations

As an online survey is a non-probability sample, no margin of sampling error can be reported.

Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable.

4. Cost of research

The cost of this research was \$94,006.34 (HST included).

5. Key findings

Quantitative findings

Voter information card

- The VIC is a highly recognizable document that is well associated with Elections Canada. For a document that presents a considerable amount of complex information in a small space, overall, the VIC was judged positively for clearly providing key information (e.g., where and when to vote, eligibility, ID requirements, where to go for more information) and for its look/layout (e.g., easy to recognize, short and concise).
- Considering the operational limits on the extent of changes that can be made to the VIC in advance of the 2019 general election, small tweaks were made to try to enhance some of the messages. The most effective of these changes was that Option A more clearly conveys there are alternate ways to vote (other than on Election Day or by advance poll). Otherwise, both versions of the VIC performed similarly well in conveying whether the VIC indicates that you are registered to vote, where and when to vote, and if the VIC is an accepted form of ID.
- Two pieces of information that the VIC is less successful at communicating (relatively speaking) is whether the voting dates and locations apply if your name is not on the VIC (just under four in ten know this is true); and, the clear identification of a replacement VIC (fewer than half say this is very clear). Neither VIC version tested performs better on these measures.
- A key finding of the research is that electors with previous experience with the VIC (particularly seniors) consistently hold more positive opinions about the clarity of information it provides than do those with less experience (particularly youth and New Canadians). That is, the performance of the VIC in conveying the necessary information is more of a function of electors relying on their familiarity with the VIC, than of different preferences for the versions by target group.
- The current postcard format is clearly preferred over an envelope or email, with only one exception: youth and New Canadians think an envelope better conveys that the information comes from a trusted source.

Have Your ID Ready materials

- The results reveal two main differences between the various Have Your ID Ready materials:
 - The short-form posters more clearly convey there are three options for proving identity and residence. This is likely because they avoid confusion around whether the terminology “options” refers to the full list of ID options.

- If it were Election Day, most people would choose Option 1 and use their driver’s license to prove their identity and address. However, if they could not use Option 1, the alternate ID types they would use vary depending on the ID materials they saw. Those shown the long-form tear-off sheet more often choose their health card, passport or birth certificate, while those shown the short posters are as likely to choose a utility bill or bank statement.
- There is no clear preference between the three versions of the long-form tear-off sheets. When judged independently, all three receive similar scores for the clarity of their ID information. Preference for a categorized list outweighs the 2015 (non-categorized) list when both are shown. When shown both categorized lists, images are preferred when shown after the text version, but not when shown first – suggesting the icons are not self-explanatory and benefit from the prior text explanation. The exception is among new Canadians, who prefer the images regardless of which list they are shown first.

Qualitative findings

In-depth interviews were conducted to explore in greater depth how target audiences who face greater barriers to voting participation (i.e., electors with low literacy, those with vision, cognitive or physical disabilities, Indigenous electors, seniors 75+ and those without home Internet access) relate to the communications products. The qualitative findings tend to confirm the results of the quantitative research, but also serve to explore the reasons behind those findings.

Voter information card

- The interviews confirm that participants are generally familiar with the voting process and with the VIC itself, and this familiarity often means they use the VIC to confirm their expectations, rather than reading/taking the information at face value.
- Participants find the information about eligibility, identification and where/when to vote to be clear, but are less clear about how to determine whether they are registered to vote. In the interviews, participants did not spend time on the panel above the address that refers to the registration, suggesting this text is not working as desired (on either VIC version).
- Similarly, there is room for improvement in helping electors identify and understand the VIC replacement card. The interviews confirmed that most participants do not notice the “replacement card” text, regardless of its positioning.

Have Your ID Ready materials

- Interview participants expressed preference for the long-list poster that uses images rather than text to categorize ID types. However, almost equal numbers prefer the short-form poster because it more clearly explains the three ways to prove ID, possibly because there is less information to wade through (no long-list of ID) and because the short-form posters show one picture of ID for Option 1, two pictures for Option 2, etc.

6. Political neutrality statement and contact information

I hereby certify as a Senior Officer of Environics Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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Introduction

1. Background

Elections Canada (EC) is an independent, non-partisan agency exercising general direction and supervision over federal-level elections and referenda. One key undertaking toward delivering on its mandate is the Voter Information Campaign, a multi-media communications and information strategy, implemented during a federal general election. EC develops advertising and communications campaigns to inform electors about where, when and how to register and to vote, including information regarding eligibility criteria and required identification.

EC's goal is to continually improve the services it offers, so that Canadians can exercise their democratic right to vote, regardless of the barriers that may affect their ability to do so. One of the ways it plans to achieve this goal is by ensuring that electors receive the details they need about when, where and the ways they can register and cast their ballot.

2. Research rationale and objectives

Ahead of the 2019 general election, Elections Canada was seeking to improve two communication products: the "Have your ID Ready" poster (the Poster) and the voter information card (the VIC). Both documents contain complex information that electors need to register and to vote. Internal and external consultations indicate that both are potentially difficult to understand, which may present challenges to some electors in exercising their democratic right to vote. It is EC's mandate to inform electors about this right and ensure they do not face administrative barriers in exercising it.

As part of the Voter Information Campaign, EC wished to revisit the current design of the Poster and the VIC to ensure their effective use. Mock-ups of the Poster (five, including three with the full list of ID and two with a short list of ID) and the VIC (two versions, plus a Replacement VIC) were designed and tested. The communications products reflected the requirements of the Canada Elections Act at the time of the research, which was conducted prior to Royal Assent of Bill C-76 (Election Modernization Act).

Elections Canada required information about electors' experiences with the VIC, about their opinions on the proposed versions, as well as each design's effectiveness in conveying complex information. The research objectives were to:

- gather electors' opinions regarding different Poster and VIC designs, including comprehension of the messages and perceived strengths and weaknesses of the design/layout;
- assess which Poster design(s) is most likely to assist electors to easily understand the different options for proving identity and address, and search for and identify whether they have two pieces of identification that are on the Poster under option 2; and,
- assess which VIC design(s) are most likely to assist electors to easily understand whether they need to take action to register, where and when to vote

The research involved qualitative research (in-depth IDIs) as well as a quantitative (online) survey to test these specific communications products.

3. Report

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the results. A detailed description of the methodology used to conduct this research is presented in Appendix A. The qualitative research instruments are presented in Appendix B and the quantitative research instrument is presented in Appendix C.

Detailed findings – Quantitative research

I. Voter information card (VIC)

1. Recall of previously receiving a federal VIC

Three-quarters of Canadians say they have received a federal Voter Information Card in the past. Seeing an example VIC confirms their recall for most of this group, but also triggers recall for some who don't remember previously receiving the VIC.

When asked if they ever recall receiving a federal election voter information card in the mail, three-quarters of Canadians say they do recall receiving one. Recall is highest among the general public and seniors, and lowest among younger people. New Canadians are the most likely to say they were not previously eligible to vote.

Unprompted recall of receiving VIC in the mail

Recall receiving a federal election voter information card in the mail	Total (n=2,532)	Genpop 25-64 (n=1,009)	Youth 18-24 (n=302)	Indigenous (n=305)	Disability (n=305)	New Canadians (n=305)	Seniors 65+ (n=306)
Yes	76%	84%	63%	76%	74%	57%	80%
No	14%	10%	22%	15%	19%	21%	10%
Was not eligible to vote before now	3%	1%	5%	4%	2%	14%	-
Not sure	7%	5%	10%	5%	5%	9%	10%

Q13. Do you recall ever receiving a federal election voter information card in the mail?

Unprompted recall of receiving a VIC is generally similar across the country and by gender, but is lower among those with high school or less education (67%) and students (58%).

Survey participants (excluding those who said they were previously ineligible to vote) were then shown one of two versions of the VIC, both front and back, to confirm their recall. Among those who said they recall receiving a VIC, a strong majority of over eight in ten (84%) confirmed this was the type of card they got; however, the remainder said it wasn't or that they were unsure. Around one-quarter (23%) who had previously said they have **not** received a VIC changed their response and said they did actually receive it, as did four in ten who had previously not been sure (40%).

Prompted recall of VIC

Prompted recall of receiving VIC	Recall having receiving a VIC (n=1,901)	Do not recall having receiving a VIC (n=373)	Not sure if have received a VIC (n=178)
Yes	84%	23%	40%
No	6%	67%	35%
Not sure	11%	10%	25%

Q14. IF YES AT Q.13: Is this the kind of voter information card you recall receiving?
IF NO/DK AT Q.13: Do you recall ever receiving a card like this?

SUBSAMPLE: THOSE PREVIOUSLY ELIGIBLE TO VOTE

2. Awareness of VIC sender and purpose

Six in ten identified Elections Canada as the source of the VIC. Canadians identify multiple purposes for the VIC, but most widely mention that it provides information on where to go to vote.

All respondents were asked to indicate, to the best of their knowledge, who sends a voter information card for a federal election. Four options were provided, and respondents were also able to write in a different answer. Only one response was permitted.

Six in ten correctly identified Elections Canada as the sender. An additional one in seven say it is from the Government of Canada, while a similar proportion think it comes from their provincial or territorial government’s election organization. Very few think it is sent by political parties or other sources, and one in ten are uncertain.

VIC sender

Who sends voter information card for federal election	Total (n=2,532)	Genpop 25-64 (n=1,009)	Youth 18-24 (n=302)	Indigenous (n=305)	Disability (n=305)	New Canadians (n=305)	Seniors 65+ (n=306)
Elections Canada	62%	69%	42%	40%	56%	64%	80%
Elections (Province/Territory)	14%	12%	14%	26%	15%	14%	6%
Government of Canada	13%	10%	23%	18%	15%	13%	8%
Political parties	2%	1%	4%	4%	4%	2%	-
Other	<1%	-	-	<1%	-	<1%	-
Not sure	9%	8%	17%	12%	10%	8%	5%

Q15. To the best of your knowledge, who sends a voter information card for a federal election?

Elections Canada is the top response across all target groups but is better known by seniors, the general public and new Canadians, and less so by Indigenous peoples and youth. Correctly linking Elections Canada to the VIC is also more common among men (66%, vs. 57% of women), those who previously recalled receiving a VIC (67%, vs. 52% who did not), and those with a bachelor’s degree (71%).

Canadians were asked to indicate, in their own words, why Elections Canada sends the VIC, that is, what purpose the card serves. The most cited purpose for the VIC is to provide the information on where to vote/where the polling station is located or the number of the polling station (29%). Close to two in ten each say the VIC is a reminder to vote; provides the election date and voting hours; and provides all the required information a voter needs to know about the voting process.

VIC purpose – top mentions

Why EC sends VIC	Total (n=2,532)	Genpop 25-64 (n=1,009)	Youth 18-24 (n=302)	Indigenous (n=305)	Disability (n=305)	New Canadians (n=305)	Seniors 65+ (n=306)
Where to vote/ where is the polling station/ polling station #	29%	36%	19%	18%	28%	25%	35%
Reminder to vote/encourage people to vote	19%	18%	23%	19%	18%	22%	14%
When/date and hours of voting	18%	20%	11%	13%	16%	21%	24%
All required info re voting process/ how to vote/what ID to bring	18%	15%	28%	17%	17%	20%	19%
Confirm eligibility to vote/being a Canadian citizen, having the right to vote	14%	16%	10%	11%	14%	11%	20%
Confirm our names are on voting lists/ we are registered voters	11%	15%	5%	7%	8%	5%	18%
Bring card for voting/prove we are eligible/ID card necessary for voting	7%	8%	5%	4%	8%	7%	9%
Make people aware of coming elections/ to register for elections in case we are not	6%	6%	9%	4%	9%	2%	6%
Make sure info (name, address) is correctly registered/ contact office to make changes/ corrections	6%	7%	3%	5%	7%	7%	7%

Q16. Elections Canada is the agency that sends a voter information card for federal elections. Why does Elections Canada send a voter information card to Canadians? That is, what purpose does the card serve?

Responses are generally similar by region, with Quebec and Atlantic residents being the most likely to mention the VIC provides information on where to go to vote. Saying the VIC provides information on where to vote is also somewhat higher among the general public and seniors than the other target groups, and these two groups are also the most likely to say the VIC is sent to confirm eligibility to vote or that those names are on the voting list. Young people and New Canadians are the most likely to mention it is a reminder to vote, or that it provides all needed information.

3. Knowledge of requirements to vote in a federal election

Almost all Canadians know it is true you have to provide proof of identity to vote, and close to nine in ten know you must provide proof of address, but less than half know it is false you cannot register to vote at your polling place on Election Day.

Canadians were asked to indicate if each of four statements about voting requirements are true or false. Of the statements, almost all (95%) know it is true you must provide proof of identity to vote, and almost nine in ten know it is true you need to provide proof of your address/residence. Over eight in ten also know it is true you must be registered to vote. However, less than half know it is false you cannot register at your polling place on Election Day; over one-quarter think this is actually true and a similar proportion are unsure.

Awareness of voting requirements

If requirement to vote in a federal election is true or false	True	False	Not sure
You must provide proof of your identity (that is, your name) (TRUE)	95%	2%	3%
You must provide proof of your address/place of residence (TRUE)	88%	5%	7%
You must be registered to vote (TRUE)	82%	11%	7%
You cannot register at your polling place on Election Day (FALSE)	28%	47%	25%

Q17-20. To the best of your knowledge, is it true or false that each of the following are requirements to vote in a federal election?

Awareness of the proof of identity requirement is extremely high across the country and all subgroups. Awareness of needing to provide proof of address is also consistently high across most groups, but slightly lower among Atlantic Canadians (83%), young electors (82%), those with high school or less education (84%), and those who did not recall previously receiving a VIC in the mail (84%).

Notably, incorrect belief that you cannot register at your polling place on Election Day (i.e., who say this statement is true, when it is actually false) is highest among Quebec residents (44%) and Francophones (45%). Otherwise, between four and five in ten in every target group have a correct understanding that you can, in fact, register at the polls.

Awareness of voting requirements – by target group

If requirement to vote in a federal election is true or false	Genpop 25-64 (n=1,009)	Youth 18-24 (n=302)	Indigenous (n=305)	Disability (n=305)	New Canadians (n=305)	Seniors 65+ (n=306)
You must provide proof of your identity (that is, your name) (TRUE)						
True	97%	94%	93%	93%	93%	94%
You must provide proof of your address/place of residence (TRUE)						
True	91%	82%	85%	87%	85%	91%
You must be registered to vote (TRUE)						
True	84%	79%	81%	79%	83%	80%
You cannot register at your polling place on Election Day (FALSE)						
True	29%	23%	30%	28%	31%	27%
False	49%	45%	43%	45%	43%	49%
Not sure	22%	32%	27%	28%	26%	24%

Q17-20. To the best of your knowledge, is it true or false that each of the following are requirements to vote in a federal election?

4. Effectiveness of VIC

Viewers of both VIC versions are equally likely to say it indicates if you are registered to vote; eight in ten say getting a VIC in the mail shows you are registered. The clearest messages conveyed are that you must be a citizen 18+ to vote, that you need to show acceptable ID, and when and where to vote on Election Day or by advance poll.

If the VIC indicates whether you are registered to vote. Canadians were asked to carefully review the front and back of one of two versions of the VIC (the same version they had seen previously). They were advised the election date and generic name and address are for example purposes only. (Respondents could review the VIC again at any time if desired before answering a question).

The two VIC versions differed in their placement and wording that a voter is registered if their name and address is correct; the results suggest that neither approach generated substantially better understanding of this information. However, in fairness, survey respondents were shown a card that had a generic name and address, and their use of the information presented on the card may vary in real-life when they receive a card with, or particularly, without, their correct name/address.

Around eight in ten exposed to each VIC version agreed it indicates whether they are registered to vote. One in ten say it does not, and a similar proportion are not sure.

VIC indicates whether you are registered to vote

If the VIC indicates whether you are registered to vote	VIC A (n=1,268)	VIC B (n=1,264)
Yes	78%	79%
No	11%	12%
Not sure	11%	9%

Q21. Does the voter information card indicate whether you are registered to vote?

Agreement that the VIC indicates whether you are registered to vote is generally similar by language of interview and gender for both versions, and agreement also tends to increase as level of education increases. Agreement is also somewhat higher among the general public and seniors, and somewhat lower among young people (both versions) and Indigenous people (version B).

The VIC indicates whether you are registered to vote – Yes, by target group

The VIC indicates whether you are registered to vote - % saying Yes	Genpop 25-65 (VIC A: n=505 VIC B: n=504)	Youth 18-24 (VIC A: n=151 VIC B: n=151)	Indigenous (VIC A: n=153 VIC B: n=152)	Disability (VIC A: n=153 VIC B: n=152)	New Canadians (VIC A: n=152 VIC B: n=153)	Seniors 65+ (VIC A: n=154 VIC B: n=152)
Saw VIC A	81%	67%	75%	77%	77%	83%
Saw VIC B	84%	74%	62%	77%	78%	87%

Q21. Does the voter information card indicate whether you are registered to vote?

How you know you are registered to vote. Those who agreed the VIC indicates whether you are registered to vote were asked how they know this. Three options were offered and there was an opportunity to write in another response; multiple responses were permitted. Eight in ten seeing either version say that simply receiving the VIC in the mail indicates you are registered. Just under eight in ten say you are registered if your name is correct on the card, and closer to seven in ten say you know if your address is correct.

Very few (n=42) said something else would confirm you are registered to vote. The most common mentions are because it says so on the card; because you see a polling station or riding; or because you are a citizen or age 18 or over. There are also a few mentions each that you can confirm your registration online, or that you know you are registered because you chose to be added to the voters list on your tax form.

How you know you are registered to vote

How do you know if you are registered to vote	VIC A (n=989)	VIC B (n=995)
You receive a voter information card in the mail	82%	82%
Your name is correct	78%	76%
Your address is correct	74%	72%
Something else	2%	2%
Not sure	2%	1%

Q22. How do you know if you are registered to vote?

SUBSAMPLE: YES AT Q21

Responses are generally quite similar across the country and most subgroups. Belief that you are registered because you receive the VIC is a top response across most groups, but is highest among seniors.

How you know you are registered to vote – by target group

How do you know if you are registered to vote	Genpop 25-65 (VIC A: n=409 VIC B: n=418)	Youth 18-24 (VIC A: n=101 VIC B: n=112)	Indigenous (VIC A: n=116 VIC B: n=93)	Disability (VIC A: n=117 VIC B: n=117)	New Canadians (VIC A: n=118 VIC B: n=121)	Seniors 65+ (VIC A: n=131 VIC B: n=132)
You receive a voter information card in the mail						
Saw VIC A	84%	83%	68%	77%	80%	89%
Saw VIC B	84%	66%	73%	81%	86%	91%
Your name is correct						
Saw VIC A	79%	79%	76%	77%	75%	82%
Saw VIC B	76%	80%	75%	76%	75%	77%
Your address is correct						
Saw VIC A	75%	74%	69%	70%	73%	80%
Saw VIC B	73%	79%	66%	67%	72%	75%

Q22. How do you know if you are registered to vote?

SUBSAMPLE: YES AT Q21

If the VIC conveys voting requirements clearly. Canadians were asked how clearly the VIC conveys five pieces of information. Both versions of the VIC perform equally well on the five measures. Strong majorities of eight in ten or more think each message is at least somewhat clear; the analysis below focuses on those who say the information is very clear.

Canadians found the clearest messages to be about eligibility and the need to show acceptable ID to vote, with around three-quarters saying these are very clear (regardless of version). Just under six in ten say it is very clear where to go if the name on the VIC is not correct, and half say it is very clear you can check the Elections Canada website to find out if you are registered to vote. Around six in ten think it is very clear you can visit the web site to verify ID information, and both versions perform similarly well (despite slightly different wordings).

The VIC makes information very clear

It is very clear from the VIC that...	VIC A (n=1,268)	VIC B (n=1,264)
To be eligible to vote, you must be a Canadian citizen and be at least 18 years old on Election Day	76%	77%
You need to show acceptable identification to vote	74%	75%
You should go to the elections.ca website if the name on the voter information card you receive is not correct	56%	58%
You can check the elections.ca website to find out if you are registered to vote	50%	49%
[OPTION A ONLY] You can visit elections.ca to know what ID is accepted	63%	n/a
[OPTION B ONLY] You can visit elections.ca for all your ID options	n/a	60%

Q23-28 How clear is it from the voter information card that...?

Responses are similar across the country and most subgroups. Agreement that the information is very clear is highest among those who recall receiving a VIC in the past, and increases along with an increase in age. For VIC A, women are more likely than men to say it is very clear you must be a citizen, need to show acceptable ID, or that you can visit the web site to know what ID is accepted; for VIC B responses are similar by gender.

Indigenous electors and seniors tend to judge the VIC A information as clearer (although not for all statements). Otherwise, there is no clear preference between the two options by target subgroup. Overall, across both versions, seniors are the most positive about the clarity of the information, while young and Indigenous electors are the least likely to think the VIC is very clear about the need to show acceptable ID or about visiting the website for more ID information.

The VIC makes information very clear – by target group

It is very clear from the VIC that...	Genpop 25-65 (VIC A: n=505 VIC B: n=504)	Youth 18-24 (VIC A: n=151 VIC B: n=151)	Indigenous (VIC A: n=153 VIC B: n=152)	Disability (VIC A: n=153 VIC B: n=152)	New Canadians (VIC A: n=152 VIC B: n=153)	Seniors 65+ (VIC A: n=154 VIC B: n=152)
To be eligible to vote, you must be a Canadian citizen and be at least 18 years old on Election Day						
Saw VIC A	73%	72%	76%	82%	74%	85%
Saw VIC B	78%	74%	65%	81%	78%	86%
You need to show acceptable identification to vote						
Saw VIC A	74%	67%	61%	79%	74%	84%
Saw VIC B	75%	64%	66%	79%	80%	88%
You can visit elections.ca ... [OPTION A] to know what ID is accepted / [OPTION B] for all your ID options						
Saw VIC A	64%	53%	56%	69%	61%	71%
Saw VIC B	60%	53%	48%	66%	64%	65%
You should go to the elections.ca website if the name on the voter information card you receive is not correct						
Saw VIC A	56%	49%	59%	63%	50%	60%
Saw VIC B	60%	52%	46%	65%	62%	55%
You can check the elections.ca website to find out if you are registered to vote						
Saw VIC A	48%	45%	51%	53%	55%	54%
Saw VIC B	49%	46%	38%	60%	58%	47%

Q23-28 How clear is it from the voter information card that...?

If the VIC conveys voting information clearly. Canadians were asked how clear are each of six specific facts, based on the version of the card they saw. Three-quarters or more say each piece of information is at least somewhat clear, thus the remainder of the analysis focuses on those who say the information is very clear.

Regardless of version, the clearest information is where and when to vote on Election Day, or by advance poll. Around six in ten each say it is very clear how to contact Elections Canada with questions, or the location of the local office.

Fewer - around half each – say two messages about other ways of voting (besides advance poll or on Election Day) are very clear; these proportions are marginally higher among viewers of VIC A. This may be because this information on VIC A is specifically labelled as “other ways to vote”, while on VIC B is found under “Any local Elections Canada office”.

The VIC makes information about voting very clear

It is very clear from the VIC...	VIC A (n=1,268)	VIC B (n=1,264)
Where and when to vote on Election Day	76%	76%
Where and when to vote if you choose to vote by advance poll (before Election Day)	70%	71%
How to contact Elections Canada if you have questions	62%	64%
The location of your local Elections Canada office	59%	60%
Where to go for more information if you want to vote in ways other than by advance poll or on Election Day	54%	51%
There are ways to vote other than by advance poll or on Election Day	54%	47%

Q31-36 How clear is each of the following from the voter information card?

Responses are similar across the country and most subgroups. Women seeing VIC B are more likely than men to say it is very clear where and when to vote on Election Day, and women seeing VIC A are slightly more likely to say it is very clear how to contact Elections Canada with questions, but otherwise there are no real gender differences. For both versions, Anglophones are somewhat more likely than Francophones to say the VIC is very clear on when and where to vote on Election Day, or on where to go more mote information if you want to vote in alternate ways. The view that each item is very clear is highest among those who recall previously receiving the VIC.

The VIC versions perform quite similarly among most target subgroups; youth and Indigenous electors are generally a bit less likely than others to think most information is very clear, for both versions.

The VIC makes information about voting very clear – by target group

It is very clear from the VIC...	Genpop 25-65 (VIC A: n=505 VIC B: n=504)	Youth 18-24 (VIC A: n=151 VIC B: n=151)	Indigenous (VIC A: n=153 VIC B: n=152)	Disability (VIC A: n=153 VIC B: n=152)	New Canadians (VIC A: n=152 VIC B: n=153)	Seniors 65+ (VIC A: n=154 VIC B: n=152)
Where and when to vote on Election Day						
Saw VIC A	78%	62%	70%	78%	70%	88%
Saw VIC B	77%	68%	62%	75%	77%	91%
Where and when to vote if you choose to vote by advance poll (before Election Day)						
Saw VIC A	73%	56%	64%	76%	63%	83%
Saw VIC B	71%	59%	59%	78%	68%	87%
How to contact Elections Canada if you have questions						
Saw VIC A	64%	57%	58%	64%	58%	66%
Saw VIC B	63%	52%	55%	71%	65%	77%
The location of your local Elections Canada office						
Saw VIC A	60%	46%	54%	63%	61%	67%
Saw VIC B	60%	52%	50%	63%	65%	65%
Where to go for more information if you want to vote in ways other than by advance poll or on Election Day						
Saw VIC A	56%	45%	48%	61%	52%	58%
Saw VIC B	52%	40%	36%	57%	57%	59%
There are ways to vote other than by advance poll or on Election Day						
Saw VIC A	55%	43%	51%	59%	56%	57%
Saw VIC B	48%	39%	41%	53%	52%	49%

Q31-36 How clear is each of the following from the voter information card?

5. Knowledge about VIC uses

Regardless of VIC versions viewed, most electors are aware that they should bring the VIC with them to vote. Fewer, although still a majority, know that the VIC is not considered acceptable ID.

Canadians were shown two statements about how to use VIC and asked if each is true or false. Around eight in ten seeing either version know it is true you should bring the VIC with you when you go to vote. Around six in ten seeing each version know it is false that the VIC is an accepted form of ID; one-quarter think this is actually true, and one in ten are not sure.

Knowledge about VIC uses

If statements about the VIC is true or false	VIC A (n=1,268)			VIC B (n=1,264)		
	True	False	Not sure	True	False	Not sure
You should bring the voter information card with you when you go to vote (TRUE)	82%	11%	8%	83%	9%	8%
The voter information card is an accepted form of ID (FALSE)	26%	64%	11%	28%	60%	11%

Q29-30 Is each of the following statements true or false?

A majority in all regions of the country know that you should bring the VIC with you when you go to vote, although this is lower in Quebec than elsewhere. This may be because knowledge that the VIC is not an accepted form of ID is actually higher in Quebec. Those who previously received a VIC are more likely to know it is true you should bring the card with you, but not significantly more likely to know it is not acceptable ID.

Among the target groups of interest, knowledge that you should bring the VIC with you to vote is similar across most groups but lower among youth, regardless of version viewed. Awareness that the VIC is not acceptable ID is lower among Indigenous and New Canadian electors than others, for both VIC versions.

Knowledge about VIC uses – by target group

If statements about the VIC is true or false	Genpop 25-65 (VIC A: n=505 VIC B: n=504)	Youth 18-24 (VIC A: n=151 VIC B: n=151)	Indigenous (VIC A: n=153 VIC B: n=152)	Disability (VIC A: n=153 VIC B: n=152)	New Canadians (VIC A: n=152 VIC B: n=153)	Seniors 65+ (VIC A: n=154 VIC B: n=152)
You should bring the voter information card with you when you go to vote (TRUE)						
Saw VIC A	85%	71%	79%	84%	81%	86%
Saw VIC B	85%	71%	81%	85%	82%	86%
The voter information card is an accepted form of ID (FALSE)						
Saw VIC A	70%	60%	50%	60%	53%	72%
Saw VIC B	65%	57%	49%	58%	51%	70%

Q29-30 Is each of the following statements true or false?

6. If information on an incorrect VIC still applies

Electors are uncertain whether the voting information (where and when to vote) still applies if they receive a VIC in the mail that does not include their name.

Canadians were asked if it is true or false that the information on a VIC about when and where to vote still applies to them if their name is not on it. Electors are divided on this point, with just under four in ten thinking it is true and the same proportion thinking it is false; one-quarter are unsure. This result is the same for both versions, suggesting the words “or the elector” appearing on VIC A do not clarify the issue sufficiently, at least not in the manner presented.

If information on an incorrect VIC still applies

If statement about the VIC is true or false	VIC A (n=1,268)			VIC B (n=1,264)		
	True	False	Not sure	True	False	Not sure
If you receive a voter information card in the mail and your name is not on it, the information about where and when to vote still applies to you.	38%	37%	24%	39%	36%	25%

Q37. Is the following statement true or false? If you receive a voter information card in the mail and your name is not on it, the information about where and when to vote still applies to you.

Responses are generally similar across the country and most subgroups. Belief that the voting information still applies is somewhat higher (although still a minority) among the following:

- VIC A: Age 45-54 (44%)
- VIC B: Men (42% vs, 35% of women), those born in Canada (40% vs. 32%), age 55-64 (44%)

Among the target groups of interest, youth, New Canadians and seniors are slightly less likely than other groups to think that the voting information on a VIC with an incorrect name is true. It is notable that this belief is lower among seniors, because throughout the rest of the survey they tend to be more knowledgeable about the VIC.

If information on an incorrect VIC still applies – by target group

If statements about the VIC is true	Genpop 25-65 (VIC A: n=505 VIC B: n=504)	Youth 18-24 (VIC A: n=151 VIC B: n=151)	Indigenous (VIC A: n=153 VIC B: n=152)	Disability (VIC A: n=153 VIC B: n=152)	New Canadians (VIC A: n=152 VIC B: n=153)	Seniors 65+ (VIC A: n=154 VIC B: n=152)
If you receive a voter information card in the mail and your name is not on it, the information about where and when to vote still applies to you.						
Saw VIC A	41%	30%	41%	44%	32%	35%
Saw VIC B	40%	36%	42%	42%	36%	33%

Q37. Is the following statement true or false? If you receive a voter information card in the mail and your name is not on it, the information about where and when to vote still applies to you.

7. Clarity of VIC accessibility information

Around half of disabled electors say specific accessibility information on the VIC is very clear, and this is similar regardless of VIC version.

Canadians self-identifying as having some form of disability were asked specific questions about the accessibility information on the VIC. It should be noted there was a fairly wide range of disabilities identified by this group, not all of which would require accessibility interventions at a polling station.

Seven in ten or more of electors with a disability say specific information on accessibility is at least somewhat clear, regardless of VIC version. Around half say it is very clear voters can request accessibility services, that it explains the level of accessibility associated with your polling place, or that polling locations may not be fully accessible.

The VIC makes information about accessibility very clear

It is very clear from the VIC...	VIC A (n=251)	VIC B (n=258)
Voters can request accessibility services like sign language interpretation or other assistance, if needed	52%	52%
The level of accessibility associated with your polling options	48%	50%
Polling places for advance polls or on Election Day may not be fully accessible	47%	47%

Q38-40 How clear is each of the following from the voter information card?

SUBSAMPLE: ELECTORS WITH A DISABILITY

For both versions there are no notable difference by region, or if the person was born in Canada or elsewhere. Among those seeing VIC A, women are more likely than men to indicate voters can request assistance services; among those seeing VIC B, men are more likely than women to notice polling places may not be fully accessible. Target group bases seeing each version are too small for deeper analysis.

8. Opinions about the VIC design

Electors express positive views about the design of the VIC, particularly that it is easy to recognize and has enough information on where, when and how to vote.

Canadians were asked to indicate their level of agreement with several statements about the design of the VIC. For such a complex communications item, the VIC garners very positive opinions. Just under nine in ten viewing either version agree at least somewhat (and over half agree strongly) that the VIC is easy to recognize, and similar proportions agree it has enough of the key voting information. Over eight in ten agree to some extent it is clear and easy to understand (with half agreeing strongly), and three-quarters agree (just under half strongly) it is short and concise. Minorities of around two in ten agree to some extent with two negative statements about the VIC: that it is complicated, or that it is messy and disorganized.

Strongly agree with statements about the VIC design

Strongly agree with statements about the VIC	VIC A (n=1,268)	VIC B (n=1,264)
It is easy to recognize	55%	53%
It has enough information about where, when and how to vote	55%	51%
It is clear and easy to understand	48%	45%
It is short and concise	37%	38%
It is complicated	9%	9%
It is messy and disorganized	9%	8%

Q41-46 Please indicate your level of agreement with the following statements about the voter information card.

Opinions are quite similar across the country and most subgroups. Women seeing VIC A are more likely than men to strongly agree the VIC is short and concise, or clear and easy to understand, but there is no gender difference among those viewing VIC B. For both versions, strongly agreement with positive statements about the VIC are higher among those who previously recall receiving one.

Versions of the VIC perform similarly on perception statements among most target groups. Young and Indigenous electors are among the least likely to express strong agreement with positive statements, and Indigenous electors are slightly more likely to think both versions are complicated or messy

Strongly agree with statements about the VIC design - by target group

Strongly agree with statements about the VIC	Genpop 25-65 (VIC A: n=505 VIC B: n=504)	Youth 18-24 (VIC A: n=151 VIC B: n=151)	Indigenous (VIC A: n=153 VIC B: n=152)	Disability (VIC A: n=153 VIC B: n=152)	New Canadians (VIC A: n=152 VIC B: n=153)	Seniors 65+ (VIC A: n=154 VIC B: n=152)
It has enough information about where, when and how to vote						
Saw VIC A	56%	44%	56%	61%	54%	62%
Saw VIC B	51%	40%	41%	59%	53%	62%
It is easy to recognize						
Saw VIC A	57%	40%	53%	63%	51%	62%
Saw VIC B	55%	45%	46%	56%	49%	63%
It is clear and easy to understand						
Saw VIC A	47%	35%	50%	54%	51%	50%
Saw VIC B	44%	36%	45%	51%	47%	50%
It is short and concise						
Saw VIC A	38%	22%	41%	42%	37%	39%
Saw VIC B	38%	27%	31%	43%	43%	47%
It is complicated						
Saw VIC A	7%	10%	18%	10%	9%	3%
Saw VIC B	8%	7%	15%	12%	11%	4%
It is messy and disorganized						
Saw VIC A	7%	6%	19%	12%	6%	3%
Saw VIC B	7%	4%	13%	11%	10%	4%

Q41-46 Please indicate your level of agreement with the following statements about the voter information card.

9. VIC format preference

Canadians prefer the VIC in postcard form to get their attention, give confidence in the source, and to enable them to bring it with them to vote.

Electors were told the VIC is currently sent in postcard format, but that it may also be possible to send it in an envelope or as an attachment to an email. They were then asked to indicate which format they would prefer for specific purposes. For all three purposes examined, Canadians would prefer the VIC as a postcard.

Preferences for VIC format

Format that would be best to...	Postcard	In an envelope	E-mail attachment	No preference
...get your attention and prompt you to read the voter information card	51%	22%	10%	12%
...give you confidence the voter information card comes from a trusted source	43%	29%	9%	13%
...enable you to bring the voter information card with you when you vote	53%	20%	9%	13%

Q47a-47c Which of these formats would best:

Preference for the postcard is the top response across the country and subgroups, but is somewhat higher, for all three purposes, among Quebec residents, those born in Canada and those who recall previously receiving the VIC. For getting attention and prompting reading, women are slightly more likely than men to prefer the postcard, although it is nonetheless the top choice among both genders.

Among the target groups of interest, the postcard is the preferred format in almost all cases, although particularly by seniors and less so by youth and New Canadians. Preference for an envelope surpasses the postcard format only among youth and New Canadians for demonstrating that the information comes from a trusted source.

Preference for postcard format – by target group

Postcard is best format is to...	Genpop 25-65 (n=918)	Youth 18-24 (n=294)	Indigenous (n=298)	Disability (n=285)	New Canadians (n=302)	Seniors 65+ (n=288)
...get your attention and prompt you to read the voter information card	56%	37%	46%	53%	40%	64%
...give you confidence the voter information card comes from a trusted source	47%	28%	44%	46%	31%	57%
...enable you to bring the voter information card with you when you vote	57%	37%	44%	57%	41%	71%

Q47a-47c Which of these formats would best to...

10. Replacement voter information card

When shown a replacement voter information card, over four in ten say it is very clear that it is a replacement card. This opinion is similar regardless of the location of the “replacement card” text on the two VIC versions.

Respondents were shown the front of a replacement voter information card and informed a replacement card would be sent only if there is a change to the location of an advance poll or the Election Day poll after a voter information card had been received. Around four in ten seeing either version think it is very clear this is a replacement card. Around two in ten think it is not very or at all clear, for both versions. Thus, neither option for the location of the “replacement card” text on the two versions performed better than the other.

Clarity of replacement VIC

How clear is it this is a replacement VIC?	Replacement VIC A (n=1,268)	Replacement VIC B (n=1,264)
Very clear	44%	42%
Somewhat clear	34%	34%
Not very clear	13%	14%
Not at all clear	4%	5%
Not sure	5%	6%

Q47. How clear is it that this a **replacement** voter information card?

The perception that is very clear it is a replacement card is generally similar across subgroups, but highest among:

- VIC A: Age 65 to 74 (57%), Anglophones (46%), those who recall previously receiving a VIC (49%), HS or less (49%)
- VIC B: High school or less (47%), age 45-64 (49%), Anglophones (43%)

For both versions, saying it is very clear it is a replacement VIC is somewhat lower among young electors; for Version B it is somewhat higher among disabled electors.

Very clear it is a replacement VIC – by target group

Very clear it is a replacement VIC	Genpop 25-65 (VIC A: n=505 VIC B: n=504)	Youth 18-24 (VIC A: n=151 VIC B: n=151)	Indigenous (VIC A: n=153 VIC B: n=152)	Disability (VIC A: n=153 VIC B: n=152)	New Canadians (VIC A: n=152 VIC B: n=153)	Seniors 65+ (VIC A: n=154 VIC B: n=152)
Saw VIC A	42%	36%	51%	49%	40%	50%
Saw VIC B	39%	34%	43%	58%	43%	40%

Q47. How clear is it that this a **replacement** voter information card?

II. Have Your ID Ready posters

Elections Canada uses communications products, in the form of tear-off sheets and posters, to help electors understand what ID can be used for voting purposes. The survey tested three versions of the long list tear-off ID sheets: L1 was the 2015 version, L2 categorized the ID types using text labels, and L3 used images (icons) to distinguish categories. There were also two versions of the short list poster, featuring different imagery.

Electors were told voters must prove their identity and address to vote in a federal election and were randomly shown one of the five ID materials. They were told they would be asked questions about whether the list provides the information Canadians need about what ID to use when voting in person. (Respondents could review the materials again at any time if desired before answering a question).

1. Number of ID options and option would select

The short-form posters are better than the tear-off sheets at conveying there are three options for proving identity and residence. A strong majority of at least two-thirds say they would use Option 1.

Number of options. One of the key pieces of information the ID materials provide is that there are three options for proving identity and residence. The short-form posters more clearly convey this information: around six in ten viewing either short form poster say there are three options, compared to less than half who saw the long-list tear-off sheets.

Terminology may be a problem: it is possible viewers of the tear-off sheets showing the long list of ID were thinking about the number of individual ID pieces as the number of options, as one-quarter or more report there being five or more options.

Among the tear-off sheets, L3 (images) seemed to do a slightly better job of conveying three options (45%), perhaps because that information is positioned at the top of the page (before the full list is presented), compared to L1 (2015) (35%) or L2 (text) (39%) (where the options and the full list are integrated).

It is less clear why some people (roughly one in five for each of the five versions) thought there were fewer than three options. It could be that they stopped reading after identifying the ID that they would use, or that that they do not consider option 3 (attestation) the same as an option for ID you would bring with you to the polling station.

Number of options for proving identity and residence

Number of ID options	L1 (2015) (n=508)	L2 (text) (n=507)	L3 (images) (n=506)	S1 (n=505)	S2 (n=506)
1	5%	4%	4%	4%	3%
2	17%	17%	13%	14%	18%
CORRECT-3	35%	39%	45%	60%	57%
4	2%	4%	3%	5%	6%
5 or more	30%	25%	23%	6%	8%
Not sure	11%	11%	11%	10%	8%

Q48. According to the list, how many **options** are there for proving identity and residence?

The short posters best communicate that there are three ID options to all target groups, with the exception that L3 (images) works similarly well for Indigenous and New Canadian electors. L1 (2015) performs particularly poorly for this purpose among disabled, Indigenous and New Canadian electors.

Awareness that there are three ID options– by target group

Saying there are three ID options	Genpop 25-65	Youth 18-24	Indigenous	Disability	New Canadians	Seniors 65+
	(L1: n=202 L2: n=202 L3: n=202 S1: n=201 S2: n=201)	(L1: n=61 L2: n=61 L3: n=59 S1: n=60 S2: n=61)	(L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	(L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	(L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	(L1: n=62 L2: n=61 L3: n=62 S1: n=61 S2: n=60)
Saw L1	39%	40%	21%	29%	28%	41%
Saw L2	42%	33%	36%	39%	44%	32%
Saw L3	50%	35%	50%	47%	37%	43%
Saw S1	70%	60%	45%	50%	52%	60%
Saw S2	60%	52%	53%	55%	58%	53%

Q48. According to the list, how many options are there for proving identity and residence?

Which ID option you would use. Canadians were asked which of the three ID options they would use if it was Election Day and they were going to vote. A strong majority of at least two-thirds would use option 1 (one piece of ID with photo, name and address), regardless of ID materials viewed. Option 3 (involving attestation by someone who knows you) is least likely to be used.

ID option would use for proving identity and residence

ID option would use	L1 (2015) (n=508)	L2 (text) (n=507)	L3 (images) (n=506)	S1 (n=505)	S2 (n=506)
1	72%	69%	65%	70%	69%
2	14%	18%	22%	15%	17%
3	3%	3%	4%	8%	6%
Not sure	11%	10%	9%	7%	9%

Q53. For the next few questions, please imagine that it is Election Day and you are going to vote, with the ID you currently have. Which option would you use to prove your identity and address?

Among the target groups of interest, intention to use option 1 tends to be higher among seniors, and among New Canadians shown the short-form posters. Intention to use option 2 is a minority, but somewhat higher, among Indigenous electors, and among young electors who saw L2 or L3.

ID option would use for proving identity and residence – by target group

Which ID option would use	Genpop 25-65 (L1: n=202 L2: n=202 L3: n=202 S1: n=201 S2: n=201)	Youth 18-24 (L1: n=61 L2: n=61 L3: n=59 S1: n=60 S2: n=61)	Indigenous (L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	Disability (L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	New Canadians (L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	Seniors 65+ (L1: n=62 L2: n=61 L3: n=62 S1: n=61 S2: n=60)
Option 1						
Saw L1	73%	71%	56%	72%	69%	85%
Saw L2	71%	59%	58%	66%	76%	80%
Saw L3	67%	50%	52%	58%	69%	84%
Saw S1	70%	74%	54%	65%	81%	77%
Saw S2	67%	61%	57%	63%	76%	90%
Option 2						
Saw L1	11%	17%	23%	14%	15%	9%
Saw L2	18%	25%	25%	18%	11%	10%
Saw L3	20%	27%	36%	21%	21%	8%
Saw S1	18%	17%	23%	7%	12%	7%
Saw S2	20%	21%	19%	19%	10%	4%
Option 3						
Saw L1	5%	-	5%	2%	1%	3%
Saw L2	4%	2%	2%	7%	2%	-
Saw L3	5%	3%	7%	10%	1%	-
Saw S1	9%	2%	10%	16%	-	8%
Saw S2	6%	2%	15%	9%	4%	3%
Not sure						
Saw L1	11%	12%	15%	13%	15%	3%
Saw L2	7%	14%	15%	9%	11%	10%
Saw L3	8%	19%	6%	11%	8%	8%
Saw S1	3%	7%	13%	12%	7%	9%
Saw S2	7%	16%	9%	9%	10%	3%

Q53. For the next few questions, please imagine that it is Election Day and you are going to vote, with the ID you currently have. Which option would you use to prove your identity and address?

2. Awareness of acceptable ID

Whether via personal experience or the ID document, high proportions of electors know what is acceptable as solo ID, or that you can use two pieces of ID if one has your address. There is less awareness that it is acceptable to have someone attest to your address.

ID accepted on their own. Over eight in ten electors correctly indicate that both a driver’s license and a government-issued photo ID with name and address are acceptable forms of ID on their own (that is, no other ID is required). This high level of awareness is consistent among the target groups of interest, with three-quarters of more saying both forms of ID are acceptable on their own, regardless of which version of the ID materials they were shown.

ID is accepted on its own

ID accepted on its own (Yes)	L1 (2015) (n=508)	L2 (text) (n=507)	L3 (images) (n=506)	S1 (n=505)	S2 (n=506)
Driver’s license	84%	85%	83%	87%	84%
Government-issued ID with photo, name and address	84%	87%	87%	88%	87%

Q49-50. Which of the following forms of ID are **accepted on their own** (that is, no other ID is required)?

ID accepted if government-issued ID is unavailable. Canadians were also asked if two other ID solutions would be acceptable if the voter does not have government-issued ID that included photo, name and address all on one card. At least eight in ten seeing any of the ID materials say it would be acceptable to show two pieces of ID, at least one with the address, while around six in ten viewing most items (just over half viewing L3) say the option of two pieces of ID plus a sworn attestation would be acceptable.

Accepted ID if voter does not have government-issued ID with complete information

ID accepted if voter does not have government-issued ID	L1 (2015) (n=508)	L2 (text) (n=507)	L3 (images) (n=506)	S1 (n=505)	S2 (n=506)
Two pieces of ID, and at least one must have your address	89%	87%	87%	86%	84%
Two pieces of ID, neither of which have your address, and have someone you know attest (i.e., swear under oath) to your address	62%	60%	54%	59%	62%

Q51-52. Which of the following are accepted if the voter does **not** have government-issued ID that includes photo, name and address all on one card?

Awareness that two pieces of ID are accepted, if one has your address, is relatively consistent across target groups (three-quarters of more in each target group are aware that this is acceptable). Awareness that two pieces of ID plus an attestation of your address is acceptable tends to be higher among seniors (seeing either of the short-form documents or L3), and lower among youth (seeing L2, L3 or S2). Notably, awareness that someone can attest to your address is higher among electors with a university degree.

Accepted ID if voter does not have government-issued ID with complete information – by target group

ID accepted if voter does not have government-issued ID	Genpop 25-65 (L1: n=202 L2: n=202 L3: n=202 S1: n=201 S2: n=201)	Youth 18-24 (L1: n=61 L2: n=61 L3: n=59 S1: n=60 S2: n=61)	Indigenous (L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	Disability (L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	New Canadians (L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	Seniors 65+ (L1: n=62 L2: n=61 L3: n=62 S1: n=61 S2: n=60)
	Two pieces of ID, and at least one must have your address					
Saw L1	91%	94%	75%	86%	95%	89%
Saw L2	88%	87%	83%	92%	85%	86%
Saw L3	89%	87%	82%	90%	91%	82%
Saw S1	86%	84%	83%	82%	92%	86%
Saw S2	88%	78%	78%	84%	82%	86%
Two pieces of ID, neither of which have your address, and have someone you know attest (i.e., swear under oath) to your address						
Saw L1	65%	53%	54%	58%	64%	69%
Saw L2	68%	43%	60%	52%	66%	49%
Saw L3	61%	30%	51%	46%	51%	65%
Saw S1	58%	60%	64%	33%	66%	73%
Saw S2	64%	48%	64%	65%	60%	71%

Q51-52. Which of the following are accepted if the voter does **not** have government-issued ID that includes photo, name and address all on one card?

3. ID most likely to use for voting

The majority of Canadians would use their driver’s license as ID to vote if it was Election Day today. If they could not use this or a government-issued stand-alone ID, viewers of the tear-off sheet are most likely to say they would use a health card or passport, while short form viewers equally mention using a utility bill or bank statement.

Form of ID most likely to use. Canadians who said they would use Option 1 to vote were asked which of the two forms they would be most likely to use, driver’s license or government-issued photo ID with name and address. Those who selected another option were asked to write in two pieces of ID they would use. Using a driver’s license is the top option regardless of ID material viewed. Around one in seven would use another type of qualifying government-issued ID. One in ten or fewer would use one of many various ID pieces, notably a Health Card or a Canadian passport.

ID most likely to use for voting – top mentions

ID most likely to use	L1 (2015) (n=508)	L2 (text) (n=507)	L3 (images) (n=506)	S1 (n=505)	S2 (n=506)
Driver’s license	74%	77%	68%	73%	75%
Other gov’t-issued ID with photo, name and address	13%	13%	17%	14%	14%
Health card	9%	9%	8%	6%	7%
Canadian passport	6%	5%	8%	4%	5%
Birth certificate	2%	2%	2%	1%	1%
Utility bill	2%	1%	2%	1%	1%
Voter ID card	2%	1%	2%	1%	3%
Address proof	1%	-	-	1%	-
Any ID card with name and address (non-specific)	1%	1%	1%	2%	<1%
Any photo ID (non-specific)	1%	<1%	1%	2%	<1%
ID card issued by province	1%	2%	1%	2%	2%
Medical clinic card	1%	1%	2%	1%	1%

Q54. And which specific piece(s) of ID would you use?

Responses are quite similar by ID material viewed, and across population subgroups. Use of a driver’s license tends to increase as age increases, although it declines after age 75, and is lower among those with high school education or less.

Responses by target subgroup are fairly consistent, with New Canadians and seniors being among the most likely to indicate they would use a driver’s license, and electors with disabilities being among the most likely to say they would use some other form of government-issued ID. Seniors are less likely than other groups to indicate they would use a passport.

ID most likely to use for voting – top four mentions by target group

ID most likely to use	Genpop 25-65 (L1: n=202 L2: n=202 L3: n=202 S1: n=201 S2: n=201)	Youth 18-24 (L1: n=61 L2: n=61 L3: n=59 S1: n=60 S2: n=61)	Indigenous (L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	Disability (L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	New Canadians (L1: n=61 L2: n=61 L3: n=61 S1: n=61 S2: n=61)	Seniors 65+ (L1: n=62 L2: n=61 L3: n=62 S1: n=61 S2: n=60)
Driver’s license						
Saw L1	80%	70%	63%	56%	78%	80%
Saw L2	79%	78%	75%	62%	80%	78%
Saw L3	71%	72%	56%	53%	69%	80%
Saw S1	74%	73%	64%	55%	86%	79%
Saw S2	79%	70%	65%	56%	83%	88%
Other gov't-issued ID with photo, name and address						
Saw L1	9%	13%	11%	31%	12%	11%
Saw L2	11%	11%	7%	24%	15%	13%
Saw L3	15%	16%	20%	28%	14%	16%
Saw S1	11%	21%	10%	24%	14%	11%
Saw S2	10%	17%	21%	25%	15%	9%
Health card						
Saw L1	8%	14%	8%	9%	12%	5%
Saw L2	9%	13%	8%	5%	8%	10%
Saw L3	11%	8%	5%	10%	6%	2%
Saw S1	7%	5%	6%	8%	2%	7%
Saw S2	9%	7%	9%	11%	-	1%
Canadian passport						
Saw L1	7%	5%	7%	3%	13%	-
Saw L2	4%	11%	9%	1%	5%	-
Saw L3	8%	15%	5%	9%	9%	-
Saw S1	6%	10%	5%	2%	-	-
Saw S2	4%	7%	7%	10%	2%	3%

Q54. And which specific piece(s) of ID would you use?

Alternate form of ID. Canadians who said they would use Option 1 to vote were asked which alternate form of ID they would use if they could not use a driver’s license or other valid government-issued ID. If they could not use Option 1, voters who viewed a long-list tear-off sheet are most likely to say they would use a health card or passport; short form viewers are also likely to mention using a utility bill or bank statement, because these are specifically cited as examples on the posters.

Alternate form of ID most likely to use for voting – top mentions

ID most likely to use	L1 (2015) (n=363)	L2 (text) (n=353)	L3 (images) (n=325)	S1 (n=355)	S2 (n=348)
Health card	49%	46%	44%	31%	30%
Canadian passport	43%	42%	37%	28%	29%
Birth certificate	17%	20%	17%	7%	8%
Credit card	11%	6%	8%	14%	15%
Utility bill	11%	13%	20%	28%	33%
SIN Card	9%	7%	6%	5%	4%
Bank statement	4%	5%	5%	22%	21%
Citizenship card	4%	2%	2%	2%	4%
Medical Clinic card	4%	2%	3%	4%	1%
Student Identity card	4%	3%	3%	7%	7%
ID card issued by province	3%	3%	5%	4%	3%
Indian status card	3%	3%	2%	2%	1%
Credit card statement	2%	2%	2%	6%	4%
Income Tax Assessment	1%	5%	3%	1%	2%
Have a friend/neighbour attest to your address/identity	1%	1%	3%	3%	4%
Library card	2%	1%	3%	<1%	1%

Q55 Imagine if you did not have a driver's license or other government-issued ID with photo, name and address, what other forms of ID might you use?

SUBSAMPLE: THOSE WHO WOULD USE OPTION 1

Responses are quite consistent across the country and most subgroups. Quebec residents are consistently more likely than others to say they would use a health card, regardless of ID material viewed. Target group base sizes are all below n=50 for this question so caution is advised in interpreting the data. However, as a general pattern, intention to use a passport is highest among New Canadians, while seniors are among the most likely to indicate they would use a utility bill.

4. Clarity of ID list or list location

Six in ten or more viewing any tear-off sheet version say the list very clearly shows what ID is acceptable; just under six in ten seeing the short form posters say it is very clear where to get the full ID list.

Clarity of ID lists. Viewers of the tear-off sheets showing the full list of ID were asked how clearly they show which ID is acceptable proof of identity and address. Over nine in ten say each of the versions is at least somewhat clear; the view the list is very clear is slightly, but not substantially, higher for L1 and L2 than for L3.

Clarity of ID list

How clearly does this list show which ID is considered an acceptable roof of identity and address?	L1 (2015) (n=508)	L2 (text) (n=507)	L3 (images) (n=506)
Very clear	67%	64%	60%
Somewhat clear	26%	31%	32%
Not very clear	4%	2%	5%
Not at all clear	<1%	1%	<1%
Not sure	3%	2%	2%

Q56. Overall, how clearly does this list show which ID is considered an acceptable proof of identity and address?

Among the target groups of interest, views that the lists are very clear regarding acceptable ID is generally similar, but somewhat lower among New Canadians seeing L1, youth seeing L2, and youth and Indigenous electors seeing L3.

ID list very clearly shows which ID is acceptable – by target group

List is very clear	Genpop 25-65 (L1: n=202 L2: n=202 L3: n=202)	Youth 18-24 (L1: n=61 L2: n=61 L3: n=59)	Indigenous (L1: n=61 L2: n=61 L3: n=61)	Disability (L1: n=61 L2: n=61 L3: n=61)	New Canadians (L1: n=61 L2: n=61 L3: n=61)	Seniors 65+ (L1: n=62 L2: n=61 L3: n=62)
Saw L1	66%	74%	66%	77%	59%	68%
Saw L2	66%	50%	68%	64%	64%	67%
Saw L3	62%	54%	47%	64%	67%	64%

Q56. Overall, how clearly does this list show which ID is considered an acceptable proof of identity and address?

If location of full ID list is clear. Those viewing the short form poster were asked how clear it was where to go to find the full list of acceptable ID. Just under six in ten seeing either version say it is very clear; nine in ten think it is at least somewhat clear.

If where to find the full list of ID is clear

If where to find the full list of acceptable ID is clear	S1 (n=505)	S2 (n=506)
Very clear	56%	59%
Somewhat clear	37%	33%
Not very clear	5%	4%
Not at all clear	2%	1%
Not sure	2%	4%

Q60. How clear is it where you can find the full list of accepted ID?

SUBSAMPLE: THOSE VIEWING THE SHORT POSTER

Belief that the posters very clearly indicate where to go to find the full list of acceptable ID is very tends to be lower among young and Indigenous electors than other target groups.

If where to find the full list of ID is clear – by target group

Very clear where to get full ID list	Genpop 25-65 (S1: n=201 S2: n=201)	Youth 18-24 (S1: n=60 S2: n=61)	Indigenous (S1: n=61 S2: n=61)	Disability (S1: n=61 S2: n=61)	New Canadians (S1: n=61 S2: n=61)	Seniors 65+ (S1: n=61 S2: n=60)
Saw S1	55%	48%	47%	62%	61%	65%
Saw S2	57%	51%	51%	69%	61%	67%

Q60. How clear is it where you can find the full list of accepted ID?

SUBSAMPLE: THOSE VIEWING THE SHORT POSTER

5. Impressions of alternate form of ID list

Preference for a tear-off sheet with ID categories clearly outweighs preference for a list without categories like the 2015 version. There are mixed opinions about whether those categories should be highlighted with images or words, and the results suggest the current images are not self-explanatory and benefit from text explanation.

Preference for an ID list with categories. Viewers of the 2015 tear-off sheet (L1) were randomly shown either the L2 (text) or L3 (images) version and asked which does a better job of showing what ID is acceptable, the version with categories or the version without. In both cases, just under half say the version with categories does a better job than the version without; around three in ten think both work equally well. Only a small proportion prefer the version without categories, and around five percent in either case is unable to say.

Which version of ID list does a better job of showing which ID is acceptable?

Which version of ID classification works best	Previously saw L1, shown L2 (text) (n=253)	Previously saw L1, shown L3 (images) (n=253)
Version with categories	46%	45%
Version without categories	13%	17%
Both equally	34%	30%
Neither	1%	1%
Not sure	5%	5%

Q57. Here is another version of the ID list, with the ID in Option 2 classified into categories. In your opinion, which version does a better job showing which ID is acceptable proof of identity and address?

SUBSAMPLE: THOSE WHO PREVIOUSLY VIEWED L1 (2015)

Preference for a version *with* categories is the top response across the country and all subgroups, including the target groups; this is regardless of whether they saw L2 or L3.

Preference between text and icon category versions. Those who previously viewed L2 (text) were shown L3 (images), and those who were shown L3 were shown L2. They were asked if the version with words or images is better at showing which ID is acceptable proof of identity and address. Results are mixed: images are preferred when shown **after** the text version (36%), but are on par with the text version when shown first (37% like both equally). One possible reason for this is that the images (icons) are not self-explanatory, and benefit from text explanation (i.e., being previously exposed to the text categories).

Which version of ID classification does a better job of showing which ID is acceptable?

Which version of ID classification works best	Previously saw L2 (text) (n=504)	Previously saw L3 (images) (n=502)
Version with words	19%	29%
Version with images	36%	29%
Both equally	41%	37%
Neither	<1%	<1%
Not sure	4%	5%

Q58. Here is another version of the ID list, which uses **images** to classify the different types of ID. Which version does a better job showing which ID is acceptable proof of identity and address? SUBSAMPLE: THOSE WHO PREVIOUSLY VIEWED L2 (text)

Q59. Here is another version of the ID list, which uses **words** to classify the different types of ID. Which version does a better job showing which ID is acceptable proof of identity and address? SUBSAMPLE: THOSE WHO PREVIOUSLY VIEWED L3 (images)

Preference for images when text is shown first is evident among most target groups. However, Indigenous electors and those with disabilities shown the images first are subsequently more likely to prefer the version with words, suggesting the icons may not be fully understood by everyone. The exception is new Canadians, who prefer the version with images regardless of version seen first.

Tear-off sheet version preference – by target group

Version preferred	Genpop 25-65	Youth 18-24	Indigenous	Disability	New Canadians	Seniors 65+
Previously saw L2 (text), shown L3 (images)						
Version with words	20%	11%	27%	17%	18%	16%
Version with images	34%	49%	31%	25%	44%	35%
Both equally	44%	36%	33%	52%	33%	45%
Previously saw L3 (images), shown L2 (text)						
Version with words	30%	22%	33%	36%	18%	33%
Version with images	27%	30%	25%	29%	41%	28%
Both equally	38%	38%	36%	33%	38%	36%

Q58. Here is another version of the ID list, which uses **images** to classify the different types of ID. Which version does a better job showing which ID is acceptable proof of identity and address? SUBSAMPLE: THOSE WHO PREVIOUSLY VIEWED L2 (text)

Q59. Here is another version of the ID list, which uses **words** to classify the different types of ID. Which version does a better job showing which ID is acceptable proof of identity and address? SUBSAMPLE: THOSE WHO PREVIOUSLY VIEWED L3 (images)

Detailed findings – Qualitative research

I. Voter information card (VIC)

1. Familiarity

Interview participants are familiar with the VIC and understand its purpose. This familiarity means they often answer questions based on their expectations of the card (from previous experiences), rather than on the specific information contained on the card.

The vast majority of participants say they have received a federal VIC in the past and, when shown the card, confirm that it matches what they recall receiving. Some mention that they have more recently received a municipal or provincial VIC that looks a bit different.

This high level of familiarity with the VIC is evident in responses to later questions: participants often answer based on what they already know about voting and how they have always done it, rather than based on specific information on the card. This is especially evident for seniors who have been voting for many years, and is consistent with the findings of the quantitative research.

There is mixed recall of the organization who sends the VIC. Some identify Elections Canada by name, while others mention the Government of Canada or the “organization responsible for the election”, and a few are unsure.

When asked about the purpose of the card (unprompted, before showing it to them), the main mentions are:

- To inform/alert people that an election is happening (and when)
- Confirm that you are registered to vote
- Tell you where to vote

2. Clarity of VIC information

Participants were generally positive about the clarity of the information on the VIC. Two areas that are relatively less clear to participants is how to tell whether they are registered to vote, and information about other ways to vote than election day or by advance poll.

Main information. Participants were presented with a draft VIC (Version A or B) and asked the main information it is telling them. The most common mention is that the VIC tells them **where** to vote, including their advance voting options. Some also mention that it tells them **when** to vote/election date, eligibility/**who** can vote and confirms the name and address that Elections Canada has “on file” for the elector. A few also noticed and mentioned the accessibility information.

Registration. The questions then probed the clarity of specific pieces of information, including registration, eligibility and identification. In general, the registration information was the least clear to participants.

Most participants were not expecting the VIC to tell them **whether** they are registered. They assumed that if they get the card, they are registered (“you wouldn’t get a card if you are not on the list”). Relatively few saw, or knew beforehand, that they are registered to vote if their name and address is correct.

When scanning the card, participants did not spend much time on the panel above the address that refers to registration, nor did they have differing reactions to the two versions. When asked where/what on the card tells them they are registered, participants often had to search for the information, even if they felt they had read it

(i.e., they could not find it again). However, in fairness, we could not accurately test what would happen if they received a card with their wrong name or address (since the example VIC uses a generic name/address). Some assumed they could fix the issue at polling station on election day (i.e., as long as they show up on election day with the correct ID).

Eligibility. The eligibility information is clear and straightforward to participants. They were easily able to find the information that says electors must be Canadian citizens and at least 18 years old on Election Day.

Identification. In terms of identification, many acknowledge the VIC does not tell them much about what to bring when they go to vote, other than that they need to bring acceptable ID. This is generally not considered a problem; with many saying they would rely on past experience and bring the ID they typically use to vote. Similarly, it was clear to most that they should bring the VIC with them when they vote, but that the VIC itself is not an accepted form of ID. Almost everyone located the information telling them they could find the full list of acceptable ID online at elections.ca.

Where and when to vote. There was a consensus that the information on where and when to vote is clear and understood. Participants easily found the date and location/poll number/address for election day and the advance polls.

Other options for voting (other than Election Day and advance voting days) were less clear. Participants didn't find either version of the card particularly helpful in understanding alternate ways to vote and thought the wording could be improved or clarified. However, this is not a deal-breaker, since most participants say they vote on election day and would not need alternatives.

Accessibility information. Persons with disabilities typically noticed the accessibility information right away. However, there is a general assumption that all polling locations are (and should be) accessible. There is also a lack of clarity about whether the accessibility information related to the polling options fits with the text immediately above or below it.

Design. Opinions about the look and feel of the VIC are generally positive: it is recognizable, well organized and not cluttered/too much information. Some describe it as simply "okay" or "fine", in that it is basic and provides the need-to-know information. Others recognize that it is actually quite a unique, well-designed tool to provide the amount of information in the small space available (e.g., "it is perfect").

The main criticism is that the font size is small, and this is consistent across most of these target audiences but particularly seniors and participants with low literacy, cognitive disabilities or low vision. At the same time, there are positive comments about the use of contrast (black text on white background), use of colour to highlight important information, and keeping the amount of information to a minimum.

Keeping in mind that these participants are not designers, there were very few comments on how to improve the VIC or the information provided (e.g., one person suggested giving parking information about the poll station).

How to contact Elections Canada. In terms of contacting Elections Canada for further information, a key consideration is that many of these target audiences do not have Internet access. The web address was very clear to most, but some volunteered that they don't use the Internet, and thus still want to have a telephone number (which they were able to locate on the VIC). Even if they themselves have computer or Internet access, a few participants were cognizant of the fact that not everyone does; in particular, they felt that it would be helpful to see a list of ID options directly on the VIC, but this was the minority view.

Reliance on a web address for further information is particularly a barrier for low literacy participants. Of note, they did not always understand or recognize when reading "elections.ca" that it refers to a web address. As well,

a few low literacy participants said they would opt to go to Elections Canada in-person if they had questions and seemed more comfortable with a person-to-person approach.

3. VIC replacement card

Consistent with the quantitative research, participants did not find either version of the replacement VIC to be particularly clear at communicating that it is a replacement for the original card.

For the replacement card, participants were shown only the front of the card. Participants took some time to find where it tells them that this is a replacement card and in a few cases, had to be shown the relevant text by the interviewer; neither VIC version performed better than the other.

Participants generally said the replacement card looks just like the original card and could easily be taken as a reminder that ends up in the recycling bin. They want the text indicating it is a replacement card to be more pronounced (“it’s not flashy enough”), either using a different colour or a larger font size, and to tell them **why** it’s a replacement card (i.e., because there is a new polling station location).

In fairness, however, some mentioned that they would turn over the card to see if anything has changed (at which point, they could notice the polling station change).

4. Variations by target audience

The overall findings are generally consistent across target audiences. As with the quantitative research, participants from different audiences have similar reactions to the VIC, with a few exceptions.

There were a few key variations of note between the target audiences:

- Low literacy participants tend to read out the text verbatim. They don’t appear to be picking out key information and don’t necessarily understand what they are reading. Some were thrown off by the bilingual text, which for them was a distraction and another barrier to overcome.
- Participants with low literacy and/or cognitive disabilities were not concerned about their ability to understand the card and navigate the election process. As much as the card should be sufficient, these participants will go to others (family, friends, and neighbours) to help them understand what they need to know. Importantly, these participants do recognize that the card is about an election/voting and not just a regular piece of mail.

One area where most target audiences were in agreement is the desire for bigger print, which was mentioned by almost all target audiences (seniors, low literacy, cognitive disabilities and low vision). Notably, the low vision participants had assistive devices to help them read documents that are not optimized for their needs (e.g., iPhone “text magnifier”).

II. Have Your ID Ready posters

1. Reactions to long-list tear-off sheets

Participants generally used the ID posters to confirm that the ID they typically use to vote is valid, and thus skipped directly to the long list of ID, rather than reading the instructions associated with the three Options.

Interview participants were randomly shown one of either the L2 (text) or L3 (images) version of the long-list tear-off sheet (unlike the quantitative research, L1 (2015 version) and the short-form posters were only shown later for comparison purposes).

The main finding is that participants said that, if it was Election Day, they would bring the ID they always do, irrespective of what the poster says. In that sense, they used the poster to validate that the formula they've used in the past still works. For example, several participants commented that you can't use your health card as ID, and then were surprised to find it on the list for Option 2.

Most participants said they would use Option 1 and their driver's license. When asked to consider what they would use if they need to use Option 2, participants could fairly easily find two other ID options.

It was not always clear to participants that there are three options for ID. In particular, very few understood or even saw/looked at option 3 (especially for L2 with the text categories). Most participants appeared to go directly to the ID list associated with Option 2, and seemed almost to not read the top part of the page that outlines the three options. As was the case in the quantitative research, L3 (images) may do a slightly better job of outlining the three options; a few participants commented that it was a helpful to show one picture for Option 1, two pictures for Option 2, and three for Option 3.

The main areas for improvement raised by participants were:

- The font is too small and there is too much information
- There is some confusion about what a provincial/territorial ID card is ("is that my health card?"). Some mistakenly assumed this is any card issued by the province, such as a health card.
- One Metis participant strongly felt that reference to a Metis card should be removed since it is not recognized as government ID.

2. Overall format preference

Stated preference is for the tear-off sheet that uses images to categorize ID types. However, almost equal numbers prefer the short-form poster because it more clearly explains the three options.

There is strong (but not unanimous) preference for the tear-off sheet with icons over the version with text categories. Similarly, there is a clear preference for categorizing the ID options over the 2015 version with no categories; the few who preferred the 2015 version were those who did not have barriers to information processing, because they liked being able to quickly scan the columns to find two pieces of ID.

However, there is almost equal preference between the short and long formats.

- Preference for the short version is because it is considered easier to read and streamlined, with larger font. These participants feel that they know how to vote, and the additional detail (what ID is valid) is unnecessary for them. That being said, the low literacy participants don't make it to the bottom of the page, even with the short version.
- Preference for the long version generally comes down to convenience. These participants want all the information in one step, and don't want to have to go through a second step (particularly if it involves Internet access) to find the necessary ID information.

Conclusions

The research confirms the VIC is a well-recognized document and, although it conveys a lot of fairly complex information, most electors understand its purpose and think it is well designed, not cluttered or messy. It also links well to Elections Canada, an important branding consideration.

It is noted that, among the target groups of interest, some groups (seniors, disabled Canadians, and the general public) are more familiar with voting in federal elections than are others (young electors, Indigenous electors and New Canadians). Thus, it is not that the VIC and ID posters are underperforming among the less familiar groups per se, but rather the greater familiarity of the other groups is likely a factor in their response patterns: experienced voters will use the VIC and ID posters to confirm their expectations and knowledge about the voting process.

Recommendations for the 43rd general election

There is limited scope for making changes prior to the 2019 federal election, due to the short timeframe and operational limitations for the VIC. However, that the design and information remains quite consistent is actually an advantage for electors. As tested, neither version of the VIC performs better than the other in communicating key information. If there is a change to be made, it may be most valuable to encourage contact with Elections Canada in cases where the recipient is not named on the card, to confirm that they are registered and the voting date, location and time still applies to them.

For the ID posters, the findings suggest for the long-list poster, the version that categorizes ID using images should be used. However, if possible, efforts should be made to clarify the meaning of the images, either by using different icons and/or including text descriptors as well.

Additional information required by electors

The research indicates most electors feel the VIC has an adequate amount of information about voting, and that strong majorities understand proof of identity and proof of address are required. Information needing more reinforcement or clarity is around registration requirements, particularly how to tell if the elector is registered. Moreover, it is not unanimously understood that the VIC is not an acceptable form of ID. For the posters, consideration should also be given to finding an alternate way (rather than “options”) to describe the three different ways to prove identity and address.

Longer-term changes

The VIC is a useful, proven and well-recognized document with good brand recognition; any changes should be minimal to continue to build on its success.

Other Elections Canada research has found the number of electors who are refused ballots due to ID problems is generally fairly low; however, as this is a serious issue it warrants investigation to see if communications products can be improved to assist. A survey of electors on hypothetical ID use can only go so far in confirming what ID voters may attempt to use on Election Day. Examination of election officials’ summary reports of the ID pieces actually used would likely be the ultimate guide to understanding where deficiencies in information lie.

While it is important for elections officials to have comprehensive lists of acceptable ID, when it comes to ID information provided to the public, more is not necessarily better. Long lists of acceptable ID pieces may in the end be less helpful than good descriptions of what kinds of ID fall under the individual categories, with a few clear examples of how typical pieces of ID fulfil either the identity or address requirements.

Appendix A: Methodology

Quantitative

The quantitative phase of this research consisted of an online survey of 2,532 adult Canadians. Survey respondents were selected from registered members of an online panel. Since the samples used in online panel surveys are based on self-selection and are not a random probability sample, no formal estimates of sampling error can be calculated.

Sample design and weighting

The sample was designed to achieve completed surveys with a general population sample of 1,000 adult Canadian (aged 25 to 64), as well as oversamples of 300 each of several key target groups, for a total of 2,500 interviews. Quotas were set to ensure the sample included the following groups:

Sample disposition

Target group	Target (quota)	Actual Unweighted	Actual Weighted*
Total	2,500	2,532	2,532
General population (25-64)	1,000	1,009	1,031
Young electors (18-24)	300	302	308
Seniors (65+)	300	306	315
Indigenous electors	300	306	290
Disabled electors	300	305	281
New Canadians	300	305	307

Although formal regional quotas were not set due to the target group requirements, Environics did ensure a good distribution of responses across the country; results were weighted by region and gender to 2016 Census data.

Questionnaire design

Environics designed a questionnaire and to ensure the research objectives were met. Upon approval of the English questionnaire, Elections Canada arranged for the questionnaire to be translated into French by Government of Canada professional translators.

Prior to finalizing the survey for field, a pre-test (soft launch) was conducted in English and French. The pre-test assessed the questionnaires in terms of question wording and sequencing, respondent sensitivity to specific questions and to the survey overall, and to determine the survey length; standard Government of Canada pre-testing questions were also asked. No changes were required to the survey following the pre-test, and thus the pre-test interviews were kept as part of the final sample. The final survey questionnaire is included in Appendix C.

Fieldwork

The survey was conducted by Environics using a secure, fully featured web-based survey environment. The interviews took place from October 23 to November 10, 2018. The median interview length was 14.1 minutes.

Environics’ data analysts programmed the questionnaires then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the surveys’ basic logic. The data collection system handles sampling invitations, quotas and questionnaire completion (skip patterns, branching, and valid ranges).

All respondents were offered the opportunity to complete the surveys in their official language of choice. All research work was conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys and recognized industry standards, as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA).

Completion results

The completion results are presented in the following table.

Contact disposition

Disposition		N
Total invitations	(c)	72,109
Total completes	(d)	2,532
Qualified break-offs	(e)	1,072
Disqualified	(f)	1,249
Not responded	(g)	56,950
Quota filled	(h)	10,306
Contact rate = (d+e+f+h)/c		21%
Participation rate = (d+f+h)/c		20%

Respondent profile

The following table presents the weighted distribution of survey participants by key demographic and other variables.

Respondent profile

Variable	Total sample
Target group	
General population	41
Youth	12
Seniors	12
Indigenous	11
Disabled	11
New Canadians	12
Region	
West	31
Ontario	38
Quebec	23
Atlantic	7
Age	
18-24	23
25-44	32
45-54	16
55+	29
Gender	
Female	50
Male	49
Education	
High school or less	25
College/some university	38
University graduate/post-graduate	36
Birthplace	
Canada	79
Other	21
Employment status	
Employed full or part-time	61
Retired	17
Unemployed/student/not in workforce	21

Qualitative

The qualitative phase of this research explored participants’ reactions to versions of three types of materials developed for this campaign. In all, 27 in-depth individual interviews (IDIs) were conducted with Canadians representing specific populations of interest: electors with disabilities (7), those with low literacy (9), seniors 75+ (4), Indigenous electors (4) and those with no Internet access at home (3). It is important to note that these are not mutually exclusive categories; for example, a few of the low literacy respondents had cognitive disabilities, and some of the cognitive and low literacy electors and seniors do not have Internet at home.

These interviews were recruited through service organizations based in Ottawa, Gatineau and Toronto. The interviews were conducted in-person from November 2 to December 19, 2018 at locations convenient for the respondents. The in-depth interviews were approximately 30 minutes in length. Each participant was provided with a \$100 cash incentive as a thank you for their time.

The following table summarizes the IDIs:

Summary of interviews

Target group	Total	English	French	City	Service organization	Date
Electors with disabilities						
Low vision	3	2	1	Ottawa	Canadian Council of the Blind	Dec 13
Cognitive disability	2	2	-	Ottawa	Ottawa Independent Living Resource Centre (OILRC)	Dec 5, 13
Paraplegic	2	1	1	Ottawa	OILRC	Nov 7, Dec 13
Low literacy						
Native English speakers with low English literacy	4	4	-	Toronto	Frontier College	Oct 30, Nov 2
Native French speakers with low French literacy	4	-	4	Gatineau	Centre d’éducation de base dans l’Outaouais (CEBO)	Nov 12, 13
Allophones with low literacy in the language spoken most often in their community	1	-	1	Gatineau	CEBO	Nov 16
Seniors 75+						
Seniors 75+	4	2	2	Ottawa	Good Companions Seniors Centre	Nov 16, 19
Indigenous electors						
First Nations	3	3	-	Toronto	Native Canadian Centre of Toronto (NCCT)	Nov 2, Dec 19
Metis	1	1	-	Toronto	NCCT	Nov 2
Other						
No Internet at home	3	3	-	Ottawa	City of Ottawa’s Ontario Employment Centre	Dec 18

Appendix B: Qualitative research instruments: introduction letter and research instrument

(Elections Canada letterhead)

October 5, 2018

Dear Sir/Madam,

I am writing to request your organization's help in a research program Elections Canada is undertaking.

Elections Canada has commissioned Environics Research to evaluate information materials being created for the 2019 federal election. These materials include the Voter Information Card (VIC) and posters about the types of identification voters need to bring with them, to vote.

Elections Canada is interested in hearing the views of a wide range of individuals, particularly those who may face barriers to exercising their democratic right to vote. Environics Research would appreciate your organization's help in identifying appropriate individuals to participate in this research. Environics Research will clarify the desired profile of individuals should your organization be interested in providing assistance.

The research format is one-on-one interviews, conducted in-person by an Environics researcher. The interview will be audio recorded and this recording will be used by the researchers to assist in preparing a report on the research findings. The recordings will be destroyed once the report is completed. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. Participation in the research is completely voluntary and confidential.

The interview will last 30 minutes and participants will receive a cash gift of \$100 as a thank you for participating. Participants will be asked to sign a form confirming they have received their incentive and that they consent to the audio recording.

If you have any questions, please do not hesitate to contact Sarah Robertson, Vice President, Public Affairs at Environics Research at sarah.roberton@environics.ca or 613-793-2229.

Thank you very much for considering this request.

Sincerely,

Alain Pelletier
Director, Policy and Research

October 10, 2018

Environics Research

Elections Canada – VIC and Poster Testing

**Discussion Guide for Individual Interviews
Discussion Guide**

PN10107

Name: _____
 Recruited through: _____
 City: _____
 Date: _____
 Interviewer: _____
 Interview number: _____

Respondent category:

Indigenous: First Nations Inuk Métis
 Disability: Cognitive Low vision Other _____
 Language: native Eng native Fr Other mother tongue _____
 Seniors 75+: English French
 Other: No access to Internet at home Other _____

Introduction to Procedures

Thank you for agreeing to talk to me today.

I am here on behalf of Elections Canada. They are working on some communications materials for the next federal election, which will take place in October 2019.

I really want to hear your opinions about the material I am going to show you. The interview should last about 30 minutes.

Is it okay if I record us talking to help me write my report? I may also take some notes while we talk to remind myself of things.

I will be giving you a thank you gift at the end of the session.

If you have a cell phone please turn it off until we are done.

Do you have any questions for me before I start?

Voter information card

VIC version selected _____

My first few questions are about a voter information card, also called a VIC.

1. Have you ever received a voter information card in the mail for a federal election?
 - Yes → **SHOW VIC** : Is this the kind of card you recall receiving? Yes/No
 - No/not sure → **SHOW VIC**: Do you recall ever receiving a card like this? Yes/No
 - Was not eligible to vote before now → **CONTINUE**

REMOVE VIC

2. To the best of your knowledge, who sends a voter information card for a federal election?

DO NOT READ

- Elections Canada
 - The Government of Canada
 - Political parties
 - Elections Ontario/Quebec (provincial agency)
 - Other (please specify)
 - Not sure
3. Elections Canada is the agency that sends a voter information card for federal elections. Why does Elections Canada send a voter information card to Canadians? That is, what purpose does the card serve?

SHOW VIC/ALLOW RESPONDENT TO HOLD & READ

This is a draft voter information card for the next federal election. Please read through it (both sides) and then we'll talk about it.

EXPLAIN:

- The election date shown on the card (October 32nd) is for example purposes only. The election has not yet been called.
 - The card also shows a generic name and address for example purposes only. The actual voter information card you receive would have your own name and address listed on it.
4. What is the main information this card is telling you? Is there anything else the card is telling you?

My next few questions are about specific information on the card. This is not a test, I am just checking to see if the card is clear and effective in communicating information.

Registration

5.
 - a) Does the card tell you if you are **registered** to vote? Where/what on the card tells you this? Did you know before now that you need to be registered to vote?
 - b) How can you find out if you are registered to vote?
 - c) What should you do if the name on the card you receive is not correct?
 - d) Does any of this information (about registering to vote) need to be clearer? If yes, in what way?

Eligibility

6. Does the card tell you who is **eligible** to vote?

Identification

7.
 - a) And what does the card tell you about **what to bring** when you go to vote?
 - b) Is it clear you need to show acceptable ID to vote? That you need to prove your identity (name) and your address? Did you know that before now?
 - c) Should you bring the voter information card with you when you vote? Is the voter information card an accepted form of ID?
 - e) Where can you find the full list of acceptable ID?
 - f) Does any of this information (about identification) need to be clearer? If yes, in what way?

Where/when to vote

8.
 - a) What does the card tell you about **where and when** to vote?
 - b) Is it clear where and when to vote...
 - ...on election day?
 - ...if you want to vote at an advance poll?
 - c) Is it clear there are ways to vote **other than** by advance poll or on election day? Where would you go for more information about this?
 - d) Does any of this information (about where and when to vote) need to be clearer? If yes, in what way?

FOR PERSONS WITH DISABILITIES ONLY:

9. a) What does the card tell you about **accessibility** and **accommodations** for persons with disabilities?
- b) Is it clear or not...
- ...there are different levels of accessibility associated with your polling options?
- ...voters can request accessibility services like sign language interpretation or other assistance, if needed?
- c) Does any of this information (about accessibility) need to be clearer? If yes, in what way?
10. What do you think of the **look** of the card? PROBE: short, concise, clear, complicated, messy, disorganized
11. a) Overall, do you think the card gives you the information you need about where, when and how to vote?
- b) Is there any other information that you think should be included on the card?
- c) Based on the card, how would you contact Elections Canada if you have questions?

Replacement card

12. a) Here is a draft **replacement** voter information card. A replacement card would be sent only if there is a change to the location of an advance poll or the election day poll after you received your voter information card.
- How can you tell this is a replacement card? Is this clear enough?

REMOVE VIC**Identification poster**

L2 text _____ or L3 images _____ selected

To vote in a federal election, people must prove their identity and address. This poster the list of acceptable ID options for voting in person. Please read through it and then we'll talk about it.

13. Let's imagine it's election day and you are going to vote, with the ID you currently have. Which option would you use to prove your identity?
- Option 1
 - Option 2
 - Option 3
 - Not sure

14. a) And which specific piece(s) of ID would you use?
- b) Can you show me **what information** you used on the poster to help you decide what ID to use?
- c) **Why** would you use that/those ID?
- c) Is there **any other ID** you could use if you did not have that/those ID?
15. For option 1, is it clear or not that these methods of ID are accepted **on their own** – that is, no other ID is required?
16. For option 2, is it clear or not...
- ...when someone needs to use Option 2?
- ...for Option 2, two pieces of ID are required?
- ...one of these pieces of ID must include your address?

SHOW ALTERNATE VERSION: L2 TEXT → SEES L3 IMAGES / L3 IMAGES → SEES L2 TEXT

17. This version uses [images/text] to organize the types of ID. Which one do you find is more clear/helpful? Why?
- Images
 - Text
 - Both equally/no preference
 - Neither
 - Not sure

SHOW ALTERNATE VERSION: L1 (2015)

18. This version is just a straight list, without category headings. Which one do you find is more clear/helpful? Why?
- With category headings
 - Without category headings
 - Both equally/no preference
 - Neither
 - Not sure

SHOW SHORT POSTER:

S1 _____ or S2 _____ selected

19. a) This is another, shorter version of the poster. Which one do you find is more clear/helpful? Why?
- Shorter version
 - Longer version
 - Both equally/no preference
 - Neither
 - Not sure
- b) With this shorter version, how clear is it where you can find the full list of accepted ID?
20. Do you have any other thoughts about these posters that you would like to share?

Wrap-Up

21. Do you have any final comments on what we saw and talked about today?

Thanks for your participation

Appendix C: Quantitative research instrument

Elections Canada — VIC and Poster Testing Online Questionnaire

SPLASH PAGE

Please select your preferred language for completing the survey./ SVP choisissez votre langue préférée pour remplir le sondage

01 – English

02 – Français

This survey is being conducted on behalf of Elections Canada and the results will be used to guide decisions regarding communications products for the next federal election, which will take place in October 2019.

The survey should take no more than 15 minutes to complete.

Your participation is voluntary and completely confidential. All your answers will remain anonymous and will be combined with responses from others.

NOTE: This survey involves images of text-heavy documents. For best results, we request you complete the survey using a desktop or laptop computer or a tablet, and not a mobile phone.

If you wish to verify the legitimacy of this research or to register a complaint, please contact Elections Canada at info@elections.ca. To get information about the survey industry or to ask technical questions about this survey, please contact Sarah Robertson at Environics at sarah.roberton@environics.ca.

If you genuinely have no opinion about a question or cannot answer it, please click through to the next question. There are only a few key questions where your answer will be required to move forward.

Thank you in advance for your participation. Please click on >> to continue.

[RED = SKIP/BRANCH/PROGRAMMING LOGIC]

SCREENING QUESTIONS

22. In which age category do you belong?

SELECT ONE ONLY

- Less than 18 years old
- 18 to 24 **YOUTH QUOTA (N=300)**
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74 **SENIORS QUOTA (N=300)**
- 75 or older **SENIORS QUOTA (N=300) – MIN.100 AGE 75+**

IF “LESS THAN 18 YEARS OLD” THANK AND TERMINATE

23. Are you a Canadian citizen, eligible to vote in federal elections?

- Yes
- No **THANK AND TERMINATE**

24. In what country were you born?
- Canada **SKIP TO Q5**
 - Other (Please specify)
25. When did you come to Canada?
- Prior to 2008
 - Since 2008 **NEWCOMER QUOTA (N=300)**
26. Are you an Indigenous person, that is, First Nations, Inuk or Métis?
- First Nations (status or non-status) **INDIGENOUS QUOTA (N=300) – MIN. 80**
 - Inuk **INDIGENOUS QUOTA (N=300) – MIN. 40**
 - Métis **INDIGENOUS QUOTA (N=300) – MIN. 40**
 - I am not an Indigenous person
27. What language do you speak **most often** at home?
- English
 - French
 - Cree, Ojibway, Inuktitut, Dene or other Indigenous language
 - Other _____
28. Are you a person with a disability?
- Yes **DISABILITY QUOTA (N=300)**
 - No
29. **IF YES AT Q7:** Please indicate the nature of your disability.
- Please select any that apply
- Blind or visual impairment **VISUAL IMPAIRMENT QUOTA - MIN. 50**
 - Coordination or dexterity
 - Deaf or hard of hearing
 - Mobility **MOBILITY QUOTA - MIN. 50**
 - Speech impairment
 - Developmental or intellectual
 - Emotional/psychological/mental health **MENTAL HEALTH QUOTA - MIN. 50**
 - Pain that is always present
 - Other: Please specify _____
 - Prefer not to say
30. **IF BLIND/VISUAL IMPAIRMENT AT Q8:** Are you using a screen reader to read the questions on this survey?
- Yes
 - No
31. How do you identify your gender?
- Female
 - Male
 - Other
 - Prefer not to say

32. Which of the following categories best describes your current employment status? Are you:

(ACCEPT ONE RESPONSE ONLY)

- Working full-time, that is, 35 or more hours per week **FULL-TIME – YOUTH QUOTA MIN. 50**
- Working part-time, that is, less than 35 hours per week
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time **STUDENT – YOUTH QUOTA MIN. 50**
- Retired
- Not in the workforce (full-time homemaker or unemployed but not looking for work)
- Other
- Prefer not to say

NOTE: NEITHER IN SCHOOL NOR EMPLOYED FULL-TIME – YOUTH QUOTA MIN. 50

33. In which province or territory do you live?

Drop-down list

- 01 – Alberta
- 02 – British Columbia
- 03 – Manitoba
- 04 – New Brunswick
- 05 – Newfoundland and Labrador
- 06 – Northwest Territories
- 07 – Nova Scotia
- 08 – Nunavut
- 09 – Ontario
- 10 – Prince Edward Island
- 11 – Quebec
- 12 – Saskatchewan
- 13 – Yukon

VOTER INFORMATION CARD

34. Do you recall ever receiving a federal election voter information card in the mail?

- Yes
- No
- Was not eligible to vote before now **SKIP TO Q.15**
- Not sure

35. **[DISPLAY 2-SIDED VIC TO ALL – SAME VERSION SELECTED FOR Q20]** This is a preliminary draft of a voter information card for the federal election.

IF YES AT Q.13: Is this the kind of voter information card you recall receiving?

IF NO/DK AT Q.13: Do you recall ever receiving a card like this?

- Yes
- No
- Not sure

36. To the best of your knowledge, who sends a voter information card for a federal election? SELECT ONE ONLY.

RANDOMIZE LIST

- Elections Canada
- The Government of Canada
- Political parties
- Elections (INSERT RELEVANT PROVINCE/TERRITORY)
- Other (please specify) ANCHOR AT BOTTOM
- Not sure ANCHOR AT BOTTOM

37. Elections Canada is the agency that sends a voter information card for federal elections. Why does Elections Canada send a voter information card to Canadians? That is, what purpose does the card serve?

OPEN-ENDED

To the best of your knowledge, is it true or false that each of the following are requirements to vote in a federal election?

Grid - Randomize order of statements.	True	False	Not sure
38. You must be registered to vote [TRUE]	● <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. You must provide proof of your identity (that is, your name) [TRUE]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40. You must provide proof of your address/place of residence [TRUE]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41. You cannot register at your polling place on Election Day [FALSE]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SHOW VIC – FRONT ONLY – RANDOMIZE A/B

Here is the front of a draft voter information card for the next federal election. **Please note the election date shown on the card (Monday, October 32) is for example purposes only.** The election has not yet been called.

The card also shows a **generic** name and address for example purposes only. The actual voter information card you receive would have your own name and address listed on it.

Please review carefully, then click >> to see the back of the card.

SHOW VIC – BACK ONLY – SAME VERSION AS PREVIOUS

Here is the back of the voter information card. Please review it carefully, then click >> to continue.

The following questions are about whether the voter information card provides the information Canadians need about where, when and ways to vote. The intention is not to test your knowledge, but to test if the card is clear and effective in communicating information. If at any time you want to review the card again before answering a question, please click the link to see it in a separate window. **For Q21-46, provide link to open VIC in a separate window.**

42. Does the voter information card indicate whether you are registered to vote?
- Yes
 - No SKIP TO Q.23
 - Not sure SKIP TO Q.23

43. [IF YES AT Q.21] How do you know if you are registered to vote?

Select all that apply.

- Your name is correct
- Your address is correct
- You receive a voter information card in the mail
- Something else (SPECIFY)
- Not sure – SINGLE PUNCH

How clear is it from the voter information card that...?

Grid – show statements in order.	Very Clear 4	Somewhat clear 3	Not very clear 2	Not at all clear 1	Not sure
44. You should go to the elections.ca website if the name on the voter information card you receive is not correct	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45. You can check the elections.ca website to find out if you are registered to vote	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46. To be eligible to vote, you must be a Canadian citizen and be at least 18 years old on Election Day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47. You need to show acceptable identification to vote	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48. [OPTION A ONLY] You can visit elections.ca to know what ID is accepted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49. [OPTION B ONLY] You can visit elections.ca for all your ID options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is each of the following statements true or false?

Grid - Randomize order of statements.		True	False	Not sure
50.	You should bring the voter information card with you when you go to vote [TRUE]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51.	The voter information card is an accepted form of ID [FALSE]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How clear is each of the following from the voter information card?

Grid – show statements in order.		Very Clear 4	Somewhat clear 3	Not very clear 2	Not at all clear 1	Not sure
52.	Where and when to vote if you choose to vote by advance poll (before Election Day)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53.	Where and when to vote on Election Day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54.	There are ways to vote other than by advance poll or on Election Day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55.	Where to go for more information if you want to vote in ways other than by advance poll or on Election Day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56.	How to contact Elections Canada if you have questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57.	The location of your local Elections Canada office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

58. Is the following statement true or false?

If you receive a voter information card in the mail and your name is not on it, the information about where and when to vote still applies to you.

- True
- False
- Not sure

FOR PERSONS WITH DISABILITIES ONLY:

How clear is each of the following from the voter information card?

Grid – show statements in order.		Very Clear 4	Somewhat clear 3	Not very clear 2	Not at all clear 1	Not sure
59.	Polling places for advance polls or on Election Day may not be fully accessible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60.	The level of accessibility associated with your polling options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61.	Voters can request accessibility services like sign language interpretation or other assistance, if needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate your level of agreement with the following statements about the voter information card.

Grid - Randomize order of statements.		Strongly agree 5	Agree 4	Neither agree nor disagree 3	Disagree 2	Strongly disagree 1
62.	It is short and concise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63.	It is clear and easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64.	It is easy to recognize	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
65.	It is complicated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
66.	It is messy and disorganized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
67.	It has enough information about where, when and how to vote	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SHOW REPLACEMENT CARD – FRONT ONLY – RANDOMIZE A/B

Here is the front of a draft **replacement** voter information card. A replacement card would be sent only if there is a **change to the location** of an advance poll or the Election Day poll **after** you received your voter information card.

68. How clear is it that this a **replacement** voter information card?

- Very clear
- Somewhat clear
- Not very clear
- Not at all clear
- Not sure

PROGRAMMING NOTE: LINK TO VIC NOT NEEDED FOR Q47a-c

The VIC is currently sent in a ‘postcard’ format. It may also be possible to send it in an envelope or as an attachment to an email.

Which of these formats would best:

Select one only

Grid - Randomize order of statements.	Postcard 1	In an envelope 2	Email attachment 3	No preference 4	Not sure 5
47a. ...get your attention and prompt you to read the voter information card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47b. ...give you confidence the voter information card comes from a trusted source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47c. ...enable you to bring the voter information card with you when you vote	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ID REQUIREMENTS

RANDOMLY SELECT 1 OF 5 ID MATERIALS TO SHOW:

TEAR-OFF SHEET (LONG LIST) – 3 VERSIONS: L1 (2015), L2 (TEXT), L3 (IMAGES)

POSTER (SHORT LIST) – 2 VERSIONS: S1 AND S2

Voters must prove their identity and address to vote in a federal election. Here is a list of identification (ID) options that are accepted when voting in person.

Please review carefully, then click >> to continue.

The following questions are about whether the list provides the information Canadians need about what ID to use. If at any time you want to review the list again before answering a question, please click the link below to see it in a separate window.

For Q48-56, provide link to open ID document in a separate window

69. According to the list, how many **options** are there for proving identity and residence?

- One
- Two
- Three
- Four
- Five or more
- Not sure

Which of the following forms of ID are **accepted on their own** (that is, no other ID is required)?

	Yes, accepted on their own	No, need other ID	Not sure
Grid – randomize.			
70. Driver’s license	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
71. Government-issued ID with photo, name and address	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of the following are accepted if the voter does **not** have government-issued ID that includes photo, name and address all on one card?

Grid – randomize.		Yes, accepted	No, not accepted	Not sure
72.	Two pieces of ID, and at least one must have your address	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
73.	Two pieces of ID, neither of which have your address, and have someone you know attest (i.e., swear under oath) to your address	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

74. For the next few questions, please imagine that it is Election Day and you are going to vote, with the ID you currently have. Which option would you use to prove your identity and address?
- Option 1
 - Option 2
 - Option 3
 - Not sure

75. And which specific piece(s) of ID would you use?

IF OPTION 1 AT Q.53, SELECT ONE ONLY FROM FOLLOWING LIST:

- Driver’s license
- Other government-issued ID with photo, name and address

NOT OPTION 1 AT Q.53, TYPE IN UP TO TWO:

ID #1:	[data entered]
ID #2:	[data entered]

76. **[IF OPTION 1 AT Q.53]** Imagine if you did **not** have a driver’s license or other government-issued ID with photo, name and address, what other forms of ID might you use?

ID #1:	[data entered]
ID #2:	[data entered]

77. Overall, how clearly does this list show which ID is considered an acceptable proof of identity and address?
- Very clear
 - Somewhat clear
 - Not very clear
 - Not at all clear
 - Not sure

IF USING SCREEN READER (Q9 'YES'), SKIP TO Q.60.

IF L1 (2015) → SHOW ½ L2 AND ½ L3

78. Here is another version of the ID list, with the ID in Option 2 classified into categories. In your opinion, which version does a better job showing which ID is acceptable proof of identity and address?

Select one only.

- Version with categories
- Version without categories
- Both equally
- Neither
- Not sure

IF L2 (TEXT) → SHOW L3 (IMAGES)

79. Here is another version of the ID list, which uses **images** to classify the different types of ID. Which version does a better job showing which ID is acceptable proof of identity and address?

Select one only.

- Version with words
- Version with images
- Both equally
- Neither
- Not sure

IF L3 (IMAGES) → SHOW L2 (TEXT)

80. Here is another version of the ID list, which uses **words** to classify the different types of ID. Which version does a better job showing which ID is acceptable proof of identity and address?

Select one only.

- Version with words
- Version with images
- Both equally
- Neither
- Not sure

SHORT LIST (S1 AND S2) ONLY:

81. How clear is it where you can find the full list of accepted ID?

- Very clear
- Somewhat clear
- Not very clear
- Not at all clear
- Not sure

DEMOGRAPHICS

82. Which is the highest level of education that you have completed?

SELECT ONE ONLY

- Elementary school or less
- Some high school
- Completed high school
- College/vocational/technical school
- Some university
- University grad
- Postgraduate degree
- Don't know

This concludes the survey. This survey was conducted on behalf of Elections Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to participate; it is greatly appreciated.

RECORD:

83. Type of device used to complete survey