



# Report on the Survey of Registered Third Parties for the 43rd General Election:

## Wave 1

## Final Report

Supplier name: Forum Research Inc.  
Contract number: 05005-19-0543  
Contract value: \$24,510.67 (incl. applicable sales tax)  
Award date: November 14, 2019  
Delivery date: January 8, 2021

Registration number: POR 050-19

For more information on this report, contact  
Elections Canada at [rop-por@elections.ca](mailto:rop-por@elections.ca).

**Ce rapport est aussi disponible en français.**

Forum Research Inc.  
180 Bloor St. W., Suite 1400  
Toronto, ON M5S 2V6  
[www.forumresearch.com](http://www.forumresearch.com)

Prepared by Forum Research



August 2020

## **Report on the Survey of Registered Third Parties for the 43rd General Election: Wave 1 Final Report**

Prepared for Elections Canada  
Supplier name: Forum Research Inc.  
August 2020

This public opinion research report presents the results of research on the electoral experience of registered third parties conducted to help evaluate the October 21, 2019, federal election.

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Elections Canada. For more information on this report, contact Elections Canada at [rop-por@elections.ca](mailto:rop-por@elections.ca).

### **Catalogue number:**

SE3-119/1-2021E-PDF

### **International Standard Book Number (ISBN):**

978-0-660-37820-6

### **Related publications:**

Catalogue number: SE3-119/1-2021F-PDF (Final report, French)

International Standard Book Number (ISBN): 978-0-660-37821-3

© Her Majesty the Queen in Right of Canada, as represented by the Prime Minister of Canada, 2021

Cette publication est aussi disponible en français sous le titre : Rapport sur le Sondage auprès des tiers enregistrés à la 43e élection générale : Vague 1

## Contents

Executive Summary.....	5
Purpose of Research .....	5
Methodology.....	5
Key Findings .....	5
Statement of Political Neutrality .....	7
Research Approach and Methodology .....	8
Research Methodology .....	8
Data Collection.....	8
Response Rate.....	9
Results of the Study .....	10
Information about Third Parties .....	10
Registration and Interim Returns.....	12
Ease of Registration Process .....	12
Finding Registration Forms .....	14
Burden of Registration Process.....	15
Burden of Financial Records .....	15
Overall Ease of Registration .....	16
Interim Returns .....	18
Ease of Interim Return Process.....	19
Elections Canada Products and Services.....	23
Helpfulness of Elections Canada Products and Services.....	24
Pre-Electoral Period Phone Call .....	27
Email Reminder .....	28
Ad Campaign .....	30
Other Products, Services or Sources.....	32
Reporting Regulated Activities.....	34
Ease of Determining Regulated Activities.....	34
Views on Third-Party Obligations .....	36
Attitude Toward the New Third-Party Regime .....	36
Election Issues.....	38
Advocacy Activities .....	38
Election Issues and Advertising.....	39

Other Comments.....	43
Appendix A: Questionnaire.....	44
Appendix B: Email Invitation and Reminder.....	60

## Executive Summary

### Purpose of Research

In 2018, Bill C-76 introduced new rules for third parties that expanded the types of activities that are regulated, as well as the time frame during which they are regulated. As part of its post-mortems following the 2019 federal general election, Elections Canada sought to obtain reliable survey data for the following purposes:

- to understand registered third parties' experiences, opinions and attitudes about the third-party political financing regime under the *Canada Elections Act*
- to provide information to support the evaluation of Elections Canada's programs and services and identify opportunities for improvement
- to provide input for the agency's performance indicators, reports and recommendations to Parliament

### Methodology

Forum Research administered a quantitative survey<sup>1</sup> to the 2019 financial agents of registered third parties, as these individuals were well situated to answer questions that relate to the third-party political financing regime. The survey was available in both official languages by telephone as well as online, and a total of 55 responses<sup>2</sup> were received. These responses are equivalent to a 37% response rate.<sup>3</sup>

This survey is the first of two waves to gauge the public opinion of the financial agents of registered third parties.

### Key Findings

The first wave of the *Elections Canada Survey of Registered Third Parties for the 43rd General Election* offers insights about the strengths of the third-party regime as well as opportunities for further refinement.

Generally, financial agents found the processes in place for third parties during the 2019 election easy to access but more difficult to implement. Steps seen as being particularly easy included figuring out how to register and finding registration forms. Notable concerns included the amount of work required to open a separate bank account and maintain separate financial records for regulated activities, and the ease of the interim return process, but overall, the results lean more positively than negatively.

---

<sup>1</sup> A print version of the survey can be found in Appendix A.

<sup>2</sup> Due to the small sample size, figures throughout the report are stated as frequencies and proportions, as opposed to percentages.

<sup>3</sup> Response rate was calculated by dividing the total amount of responses to the survey (55) by the total population who could have participated (147).

The majority of financial agents were responding on behalf of a registered non-profit or membership-based organization, and about two in ten were responding on behalf of a union. About eight in ten respondents said it was likely that their organization would register for future elections.

Nearly two thirds of respondents said it was easy to determine whether their organization needed to register with Elections Canada. However, only four in ten said it was easy to figure out when they needed to register.

Although the vast majority<sup>4</sup> of financial agents said it was easy to figure out how to register, and over eight in ten said finding the registration form was easy, only about half said it was easy for them to register. So, while finding the forms and other resources required to register was generally seen as easy, the registration process overall was seen as less so.

Despite this, just over two thirds of financial agents agreed that registering as a third party did not require much work, suggesting that while the process of registering was not always easy, it was not necessarily overly burdensome. Conversely, only a third of financial agents agreed that opening a separate bank account and maintaining separate financial records for regulated activities did not require much work.

About half of financial agents said it was easy to figure out whether they needed to submit interim returns. Similar to registering, fewer found the process of completing interim returns to be easy; in fact, three quarters of financial agents said the overall interim return process was difficult. Only two in ten financial agents agreed that completing and submitting the interim returns did not require very much work, which may indicate that the process was seen as burdensome.

Of the tools and services Elections Canada provides to third parties, the *Political Financing Handbook for Third Parties, Financial Agents and Auditors* was the most commonly used product, followed by the “New Requirements for Third Parties” document, the Third Party Roadmap, and the Political Entities Support Network. The majority<sup>5</sup> of financial agents did not use, or were not aware of, the Webex information session for third parties and the political financing videos. The most commonly used products also tended to be seen as being the most helpful.

While eight in ten financial agents agreed that the reporting time periods were clear, about six in ten financial agents disagreed that it was clear which activities were regulated under the Act, and just over half disagreed that reporting regulated spending was easy. This suggests some confusion about both the requirements of and the processes for reporting on regulated activities for third parties. To clarify the requirements, six in ten financial agents consulted another source aside from Elections Canada: in most cases, legal counsel.

Prior to the 2019 election, Bill C-76 introduced changes to the *Canada Elections Act*, aiming to enhance transparency and level the playing field for those wishing to engage in election advertising. When asked if these changes succeeded, four in ten financial agents agreed that they enhanced transparency, while a quarter agreed that they created a more level playing field.

---

<sup>4</sup> The term “vast majority” is used whenever percentages equal 85% or more.

<sup>5</sup> The term “majority” is used when percentages equal 51% or more.

Financial agents were asked about the various types of advocacy activities their third party undertook during the election period. The most common advocacy activity reportedly undertaken by third parties during the election was posting about election issues on social media, followed by providing information about election issues on a website and advertising about election issues.

Over half of financial agents said it was difficult to figure out whether the issues they wanted to advertise about were election issues; four in ten said it was very difficult. The most common reason cited for this difficulty was that the rules for advertising about election issues were not clear, followed by the perception that the issues they work on regularly were disallowed (e.g. climate change, women's issues, etc.).

One concern worth noting is that among the pool of respondents who contacted Elections Canada with questions about advertising, about half said they were unsatisfied with the help they received. The majority of those who were unsatisfied said it was because their questions were not answered. This and some other subjects—such as ease of registration as a third party, the process for submitting interim returns, Elections Canada's advertising to third parties, and best practices for the Webex presentation—may merit deeper exploration in future phases of this research.

### Statement of Political Neutrality

I hereby certify as a Senior Officer of Forum Research Inc. 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.

A handwritten signature in blue ink, appearing to read "William Schatten".

William Schatten, Vice President of Research & Analytics  
Forum Research Inc.

Contract number: 05005-19-0543

Contract value: \$24,510.67 (incl. applicable sales tax)

Award date: November 14, 2019

## Research Approach and Methodology

### Research Methodology

Forum Research implemented a quantitative survey<sup>6</sup> that was available to financial agents by telephone as well as online. This survey is the first of two waves to gauge the public opinion of the financial agents of registered third parties. The questionnaire was created by Elections Canada and programmed and tested by Forum Research. It was fielded in both official languages, English and French.

The qualitative questions were analyzed through a process of manual review and coding. The quantitative questions were analyzed through traditional statistical descriptive methods.<sup>7</sup>

Throughout the report, where applicable, some questions include a “Top 2” and “Bottom 2” score. Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected top two positive and bottom two negative responses. For example, a TOP2 grouping referred to as “likely” may be the combined result of “very likely” and “somewhat likely,” whereas a BTM2 grouping of “unlikely” may be the combined result of “very unlikely” and “somewhat unlikely.”

### Data Collection

The survey was active from December 6, 2019, to February 10, 2020. Data collection was paused from December 20, 2019, to January 5, 2020, for the holiday season.

The target population was the 2019 financial agents of registered third parties. Financial agents were responsible for administering the third party’s financial transactions related to regulated activities during the pre-election and election period and for reporting those transactions to Elections Canada, as required by the *Canada Elections Act*. As such, these individuals were well situated to answer questions that relate to the third-party political financing regime.

Elections Canada provided Forum Research with contact phone numbers for all financial agents, as well as email addresses where available. The sample was dialled during business hours, periodically throughout the weeks. Respondents reached by phone were offered the option to switch to a web-based survey if they preferred. To increase reach and response rate, an online invitation<sup>8</sup> was sent via email on January 24, 2020, to all financial agents for whom email addresses were available. While participant responses were anonymous, each survey contained a unique, personalized URL for participants to complete the online survey. The purpose of this unique URL was to track whether participants had completed the survey. Two waves of reminder emails<sup>9</sup> were sent to participants who had not yet completed the survey at the time of each reminder.

---

<sup>6</sup> A print version of the survey can be found in Appendix A.

<sup>7</sup> Due to the small sample size, only frequencies were conducted.

<sup>8</sup> The email invitation can be found in Appendix B.

<sup>9</sup> The reminder email can be found in Appendix B.



## Response Rate

A total of 55 responses were received, with an average completion time of 16 minutes via telephone and 11 minutes online. These responses are equivalent to a 37% response rate.<sup>10</sup> There were

- 50 responses to the English version of the survey
- 5 responses to the French version of the survey

Most respondents participated online:

- 26 participants were recruited via telephone
  - 17 completed the survey over the phone
  - 9 provided their email address to continue the survey online
- 29 completed the survey online via email invitation or reminder email

One respondent indicated they did not want to be contacted for the second wave of the study. All other participants either provided their contact information voluntarily for Wave 2 or, if they participated online, were informed at the end of the survey that they would be contacted by email with an invitation to participate in Wave 2 at a future date.

Note that due to the small sample size of this study, figures throughout this report are stated as frequencies and proportions as opposed to percentages.

---

<sup>10</sup> Response rate was calculated by dividing the total amount of responses to the survey (55) by the total population who could have participated (147).

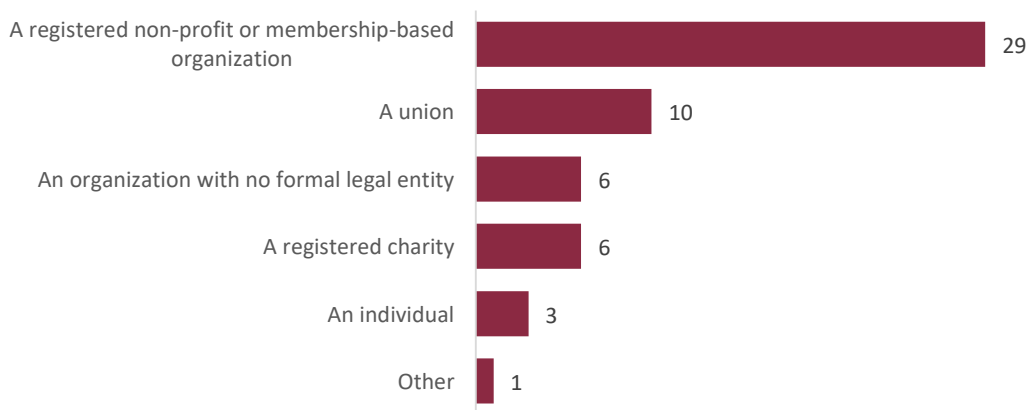
## Results of the Study

### Information about Third Parties

In total, there were 55 respondents who described themselves as the financial agent of a third party that registered with Elections Canada for the 2019 federal general election.

These 55 respondents represented various types of third parties.<sup>11</sup> The majority (29 out of 55) responded on behalf of a registered non-profit or membership-based organization (see Figure 1).

Figure 1: Type of third party



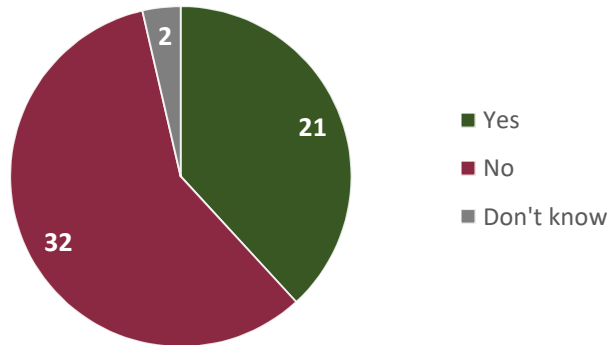
Q2: Which of the following best describes your third party?

Base: All respondents (n=55)

<sup>11</sup> “A business” was also an answer option, though no respondents selected it.

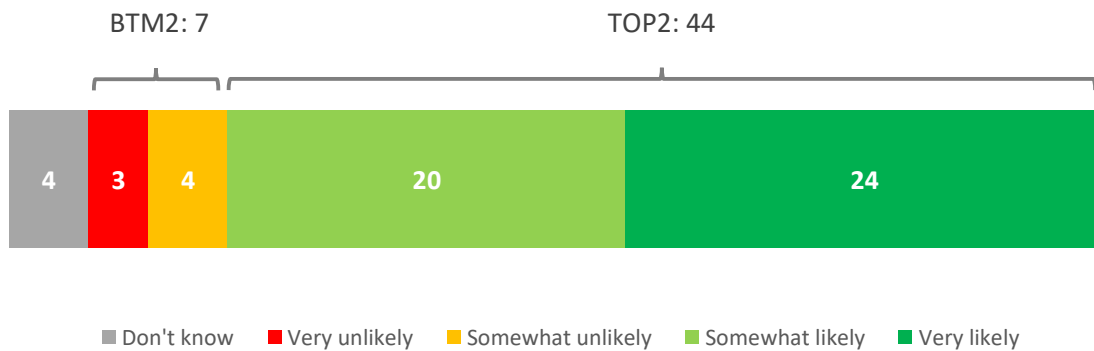
The majority of financial agents (32 out of 55) reported that their third party had not registered for any past federal elections (see Figure 2). However, eight in ten (44 out of 55) said their third party is likely to register for future federal elections, with over four in ten (24 out of 55) saying that it is very likely and about a third (20 out of 55) saying that it is somewhat likely (see Figure 3).

Figure 2: Past registration for federal elections



Q3: To your knowledge, has this third party ever registered for any past federal elections?  
Base: All respondents (n=55)

Figure 3. Likelihood of third party registering for future federal elections



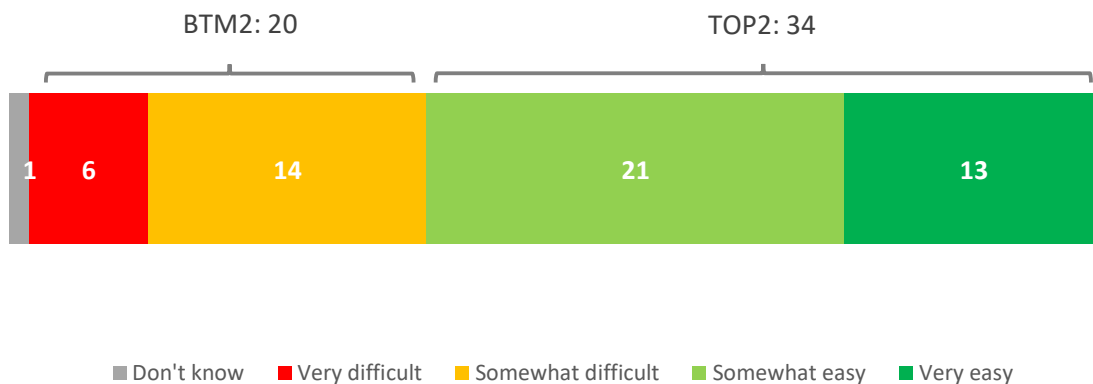
Q4: To your knowledge, how likely or unlikely is it that this third party will register for future federal elections?  
Base: All respondents (n=55)

## Registration and Interim Returns

### Ease of Registration Process

When asked about their experience while registering as a third party, the majority (34 out of 55) said it was easy to determine whether their organization needed to register with Elections Canada, with about a quarter (13 out of 55) saying it was very easy to determine (see Figure 4). In contrast, over a third (20 out of 55) said it was difficult to determine whether their organization needed to register with Elections Canada.

Figure 4: Ease of determining whether the third party needed to register with Elections Canada

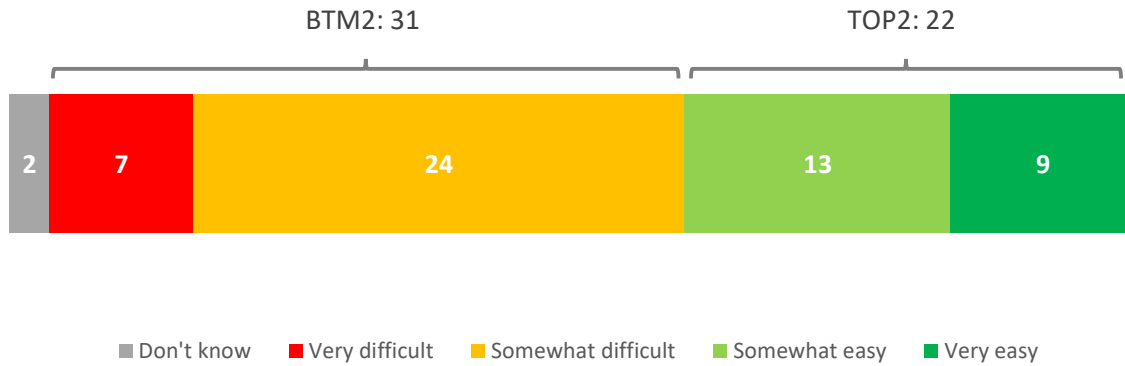


*Q5: Based on your experience registering as a third party, how easy or difficult was it to determine whether your organization needed to register with Elections Canada?*

Base: All respondents (n=55)

Although about six in ten financial agents (34 out of 55) said it was easy to determine whether their organization needed to register with Elections Canada (see Figure 4), the majority (31 out of 55) also said it was difficult to figure out at what point they needed to register (see Figure 5). Over four in ten financial agents (24 out of 55) said it was somewhat difficult for them to figure out when they needed to register, and one in eight (7 out of 55) said it was very difficult.

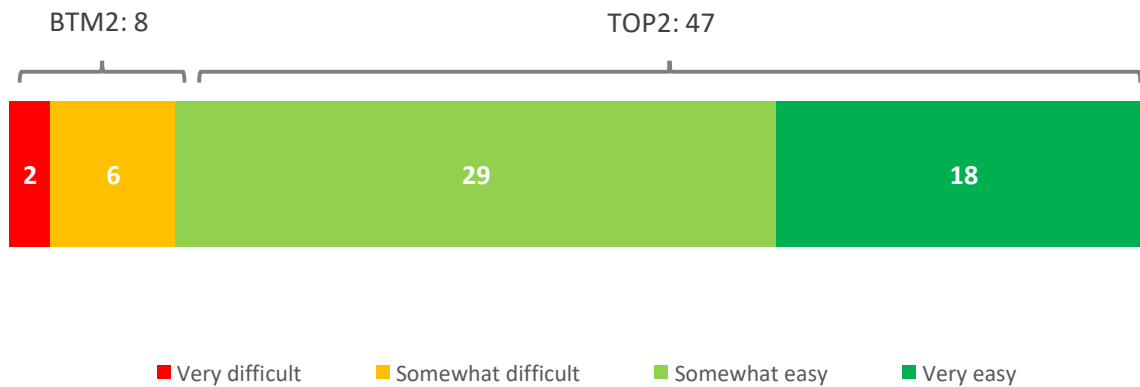
Figure 5: Ease of figuring out when third parties needed to register



Q6: How easy or difficult was it to figure out at what point your third party needed to register?  
Base: All respondents (n=55)

Lastly, when asked about the ease of figuring out how to register, the vast majority of financial agents (47 out of 55) said it was easy (see Figure 6). Over half (29 out of 55) said it was somewhat easy and a third (18 out of 55) said it was very easy to figure out how to register. Only about one in seven (8 out of 55) said it was difficult to figure out how to register.

Figure 6: Ease of figuring out how to register

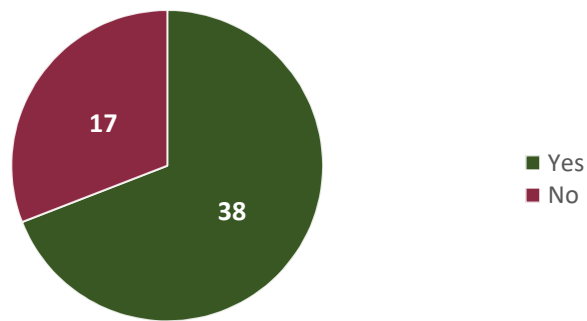


Q7: How easy or difficult was it to figure out how to register?  
Base: All respondents (n=55)

### Finding Registration Forms

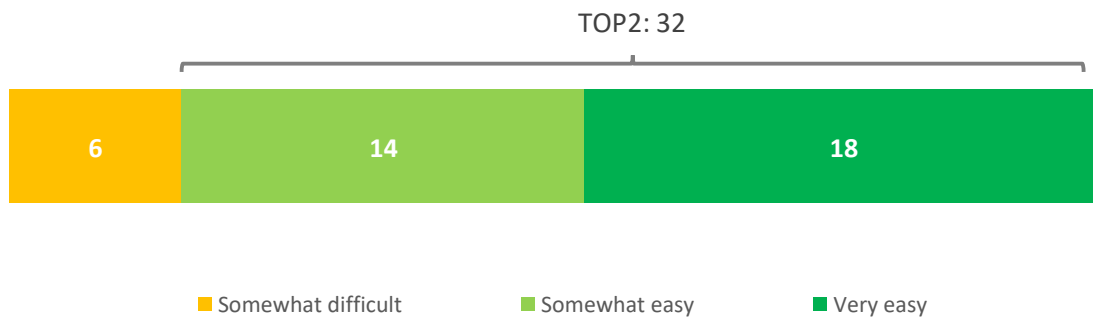
Nearly seven in ten respondents (38 out of 55) said they were the person responsible for finding the form to register as a third party on the Elections Canada website (see Figure 7). When these financial agents were asked about the ease of finding the registration form, over eight in ten (32 out of 38) said the registration form was easy to find (see Figure 8). Almost half (18 out of 38) said it was very easy, and over a third (14 out of 38) said it was somewhat easy to find. In contrast, about one in six (6 out of 38) said it was somewhat difficult to find the registration form. No one said it was very difficult to find.

Figure 7: Financial agent as person responsible for finding the form to register as a third party on the Elections Canada website



Q8: Were you the person responsible for finding the form to register as a third party on the Elections Canada website?  
Base: All respondents (n=55)

Figure 8: Ease of finding the form to register as a third party on the Elections Canada website

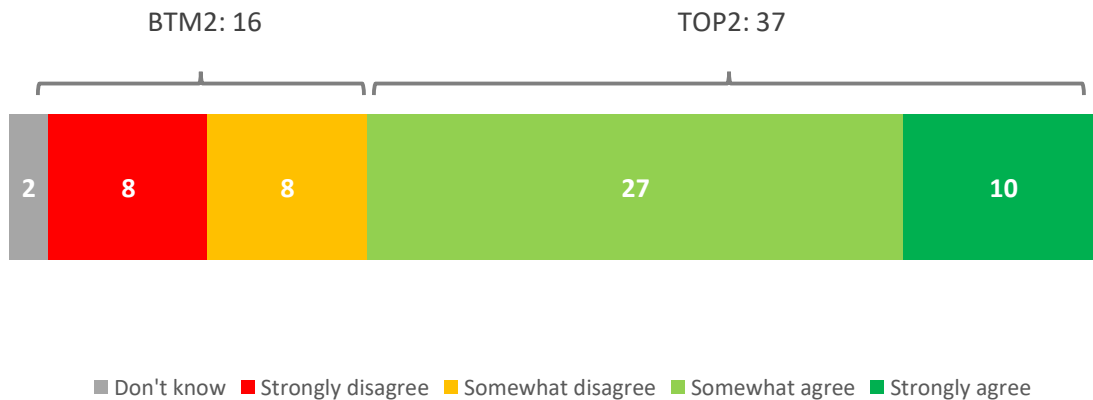


Q9: How easy or difficult was it to find the registration form?  
Base: Respondents who said that they were the person responsible for finding the form to register as a third party on the Elections Canada website (n=38)

### Burden of Registration Process

Financial agents were also asked to state their level of agreement (or disagreement) with the statement “Registering as a third party did not require very much work.” Just over two thirds (37 out of 55) said they agreed with this statement, and about three in ten (16 out of 55) said they disagreed (see Figure 9).

Figure 9: Level of agreement with "Registering as a third party did not require very much work"

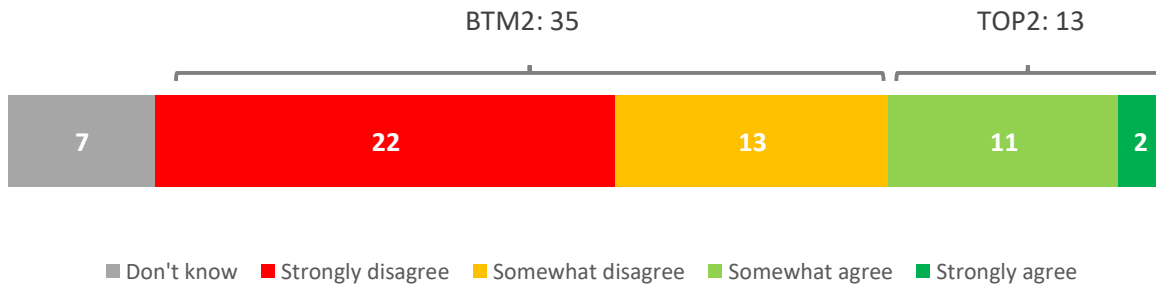


Q10: Please rate your level of agreement or disagreement with the following statement:  
 Registering as a third party did not require very much work.  
 Base: All respondents (n=55)

### Burden of Financial Records

When asked to state their level of agreement (or disagreement) with the statement “Opening a separate bank account and maintaining separate financial records for regulated activities did not require very much work,” the majority (35 out of 55) said they disagreed, indicating some burden (see Figure 10). Four in ten (22 out of 55) said they strongly disagreed with this statement, and a quarter (13 out of 55) said they somewhat disagreed. In contrast, a quarter (13 out of 55) said they agreed with this statement.

Figure 10: Level of agreement with "Opening a separate bank account and maintaining separate financial records for regulated activities did not require very much work"

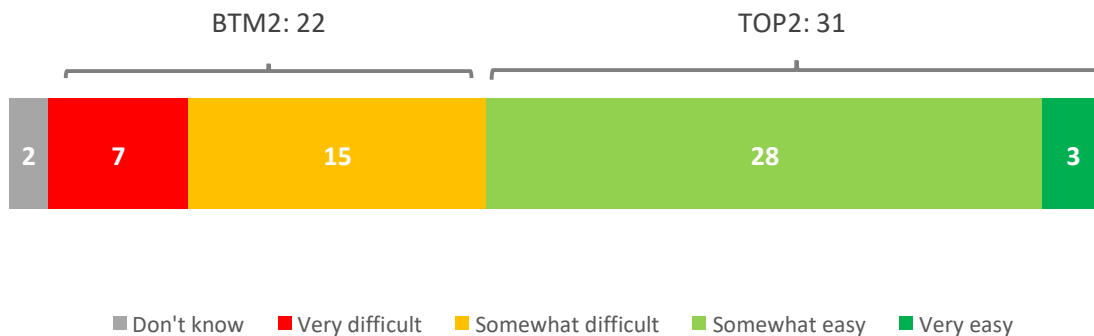


Q11: Please rate your level of agreement or disagreement with the following statement:  
Opening a separate bank account and maintaining separate financial records for regulated activities did not require very much work.  
Base: All respondents (n=55)

### Overall Ease of Registration

When respondents were asked about the overall ease of registering as a third party, the majority (31 out of 55) said it was easy (see Figure 11). Half (28 out of 55) said it was somewhat easy, and a few (3 out of 55) said it was very easy. In contrast, four in ten (22 out of 55) said registering as a third party was difficult, with about a quarter (15 out of 55) saying it was somewhat difficult and one in eight (7 out of 55) saying it was very difficult.

Figure 11: Overall ease of registering as a third party

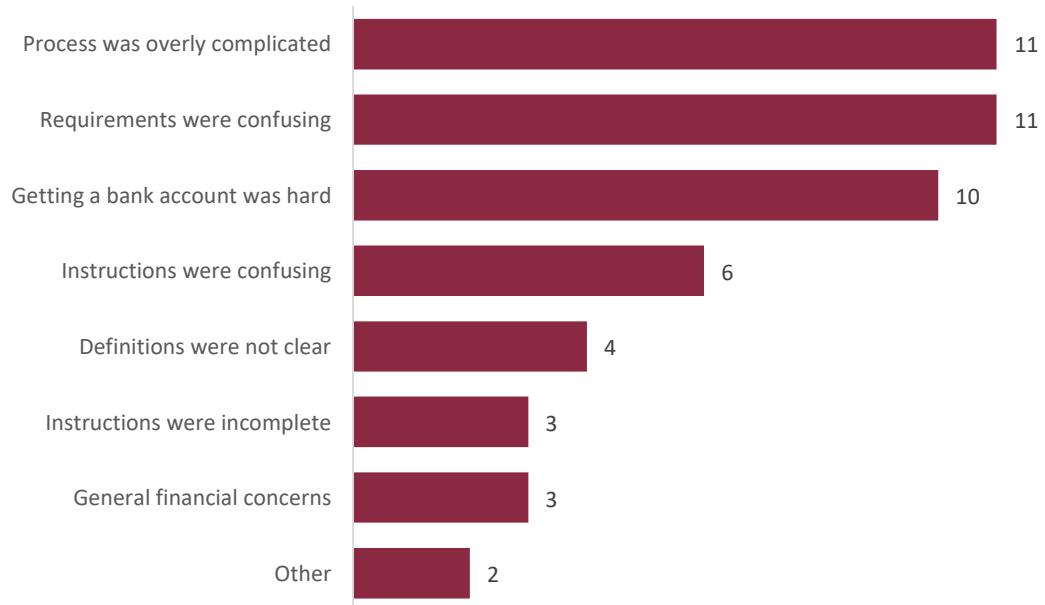


Q12: Overall, would you say that registering as a third party was...  
Base: All respondents (n=55)



The 22 financial agents who said registering as a third party was somewhat or very difficult were further asked an open-ended question about what made it difficult. There was a total of 50 responses, since financial agents had the option to mention more than one difficulty. The most common responses were that the process was bureaucratic, complicated and/or onerous (11 out of 22); the qualifications or requirements were confusing and/or hard to understand (11 out of 22); and getting a bank account was difficult (10 out of 22) (see Figure 12).

Figure 12: Difficulties about registering as a third party



Q13: What was difficult about registering? (Open-ended)

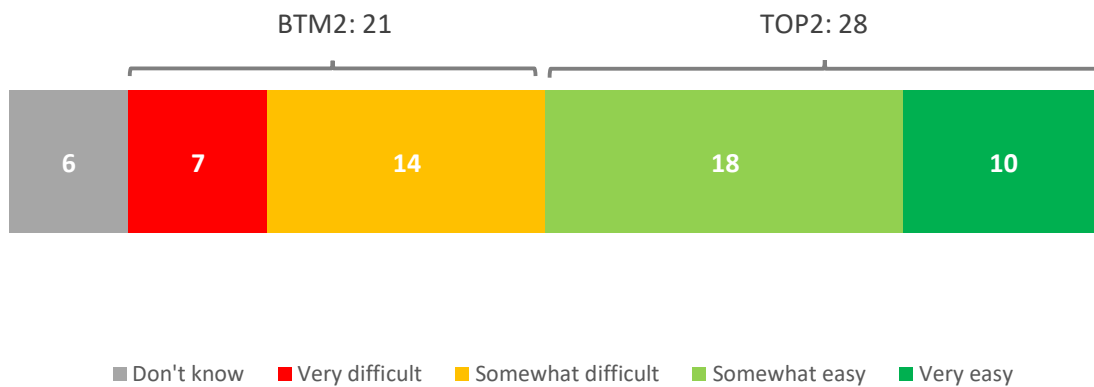
Base: Respondents who said registering as a third party was “very difficult” or “somewhat difficult” (n=22)

### Interim Returns

Not all third parties needed to submit interim returns, as that requirement depends on the amount of contributions they received or expenses they incurred, as well as when the contributions were received and when the expenses were incurred.

All respondents were asked whether it was easy or difficult to determine whether their third party needed to submit any interim returns. Just over half (28 out of 55) said it was easy to figure out if they needed to submit an interim return (see Figure 13). A third (18 out of 55) said it was somewhat easy, and about a fifth (10 out of 55) said it was very easy. In contrast, nearly four in ten (21 out of 55) said it was difficult to figure out whether their third party needed to submit interim returns.

Figure 13: Ease of figuring out whether their third party needed to submit interim returns



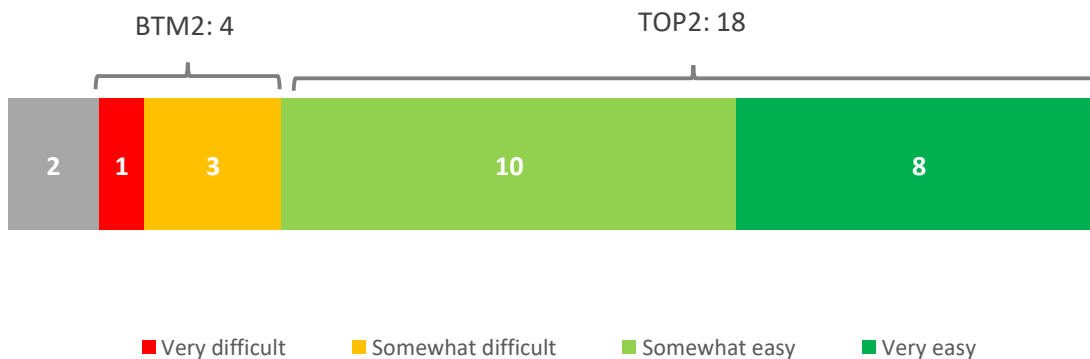
Q14: How easy or difficult was it to figure out whether or not your third party needed to submit any interim returns?  
 Base: All respondents (n=55)

### Ease of Interim Return Process

The following series of questions were asked only to the financial agents of third parties that were required to submit at least one interim return.

First, these financial agents were asked whether it was easy or difficult to find the interim return form on the Elections Canada website. Three quarters (18 out of 24) said the form was easy to find (see Figure 14). About four in ten (10 out of 24) said the interim return form was somewhat easy to find, and a third (8 out of 24) said it was very easy to find. In contrast, one in six (4 out of 24) said the form was difficult to find.

Figure 14: Ease of finding interim return forms

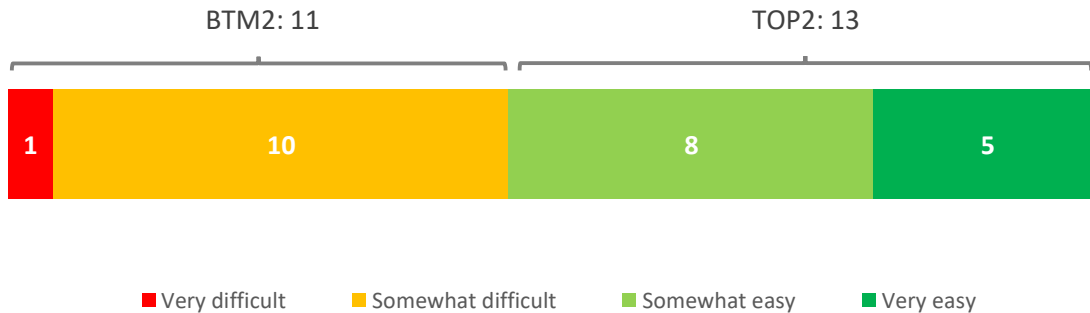


Q17: How easy or difficult was it to find the interim return form on the Elections Canada website?

Base: Respondents who submitted one or more interim return(s) (n=24)

In terms of when their third party needed to submit the interim return(s), the majority of financial agents (13 out of 24) said it was easy to figure out by what date they needed to submit their interim return(s) (see Figure 15). A third (8 out of 24) said it was somewhat easy, and about a fifth (5 out of 24) said it was very easy. However, over four in ten (11 out of 24) said it was difficult to figure out by what date they needed to submit the interim return(s), with about four in ten (10 out of 24) saying it was somewhat difficult.

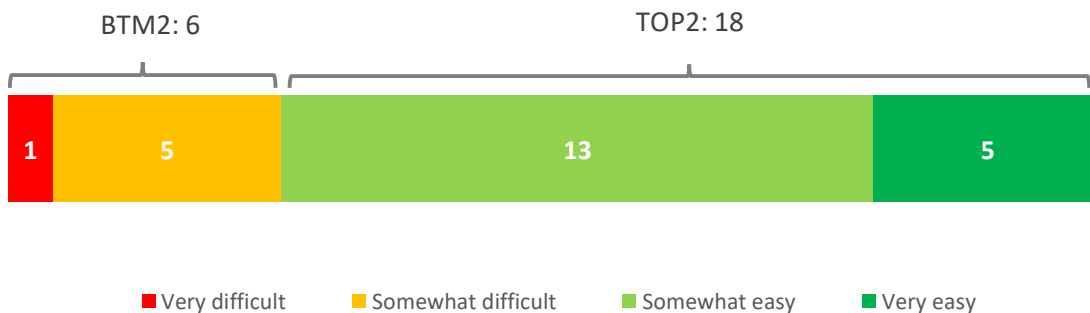
Figure 15: Ease of figuring out by what date their third party needed to submit interim returns



Q15: How easy or difficult was it to figure out by what date your third party needed to submit interim returns?  
Base: Respondents who submitted one or more interim return(s) (n=24)

When asked about the ease of figuring out how to submit their interim returns, three quarters of financial agents (18 out of 24) said it was easy (see Figure 16). Over half (13 out of 24) said it was somewhat easy, and about a fifth (5 out of 24) said it was very easy. In contrast, a quarter (6 out of 24) said figuring out how to submit interim returns was difficult.

Figure 16: Ease of figuring out how to submit interim returns

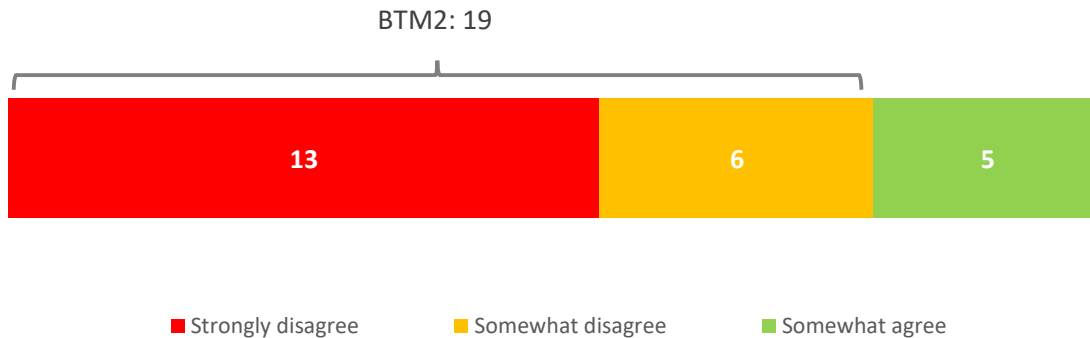


Q16: How easy or difficult was it to figure out how to submit interim returns?  
Base: Respondents who submitted one or more interim return(s) (n=24)

Regarding the amount of work required to complete and submit interim returns, most financial agents indicated that these were burdensome to complete. Financial agents who submitted at least one interim return were asked to rate their level of agreement (or disagreement) with the statement “Completing and submitting the interim returns did not require very much work.” Nearly eight in ten (19 out of 24) financial agents said they disagreed with this statement (see Figure 17). Over half (13 out of 24) said

they strongly disagreed, and a quarter (6 out of 24) said they somewhat disagreed. Only about a fifth (5 out of 24) agreed that completing and submitting the interim returns did not require very much work, and none said they strongly agreed with this statement.

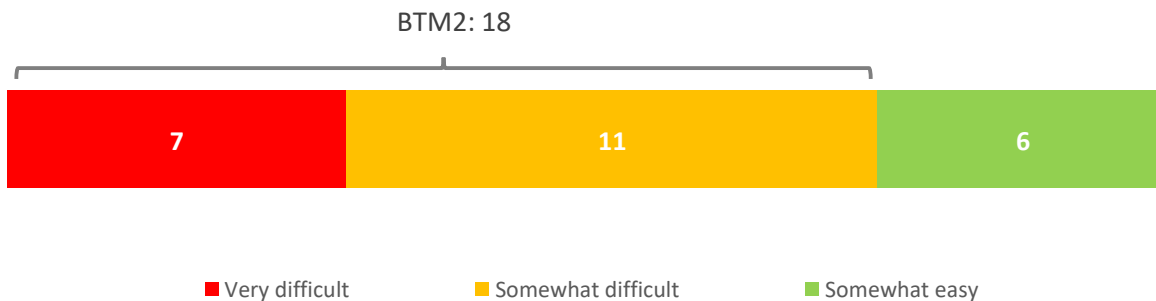
Figure 17: Level of agreement with "Completing and submitting the interim returns did not require very much work"



Q18: Please rate your level of agreement or disagreement with the following statement:  
 Completing and submitting the interim returns did not require very much work.  
 Base: Respondents who submitted one or more interim return(s) (n=24)

Overall, three quarters of financial agents (18 out of 24) said the process of completing and submitting the interim return(s) was difficult (see Figure 18). Over four in ten (11 out of 24) said it was a somewhat difficult process, and about three in ten (7 out of 24) said it was a very difficult process. In contrast, a quarter (6 out of 24) said it was a somewhat easy process. No financial agents reported that the process was very easy.

Figure 18: Overall ease of interim return process



Q19: Overall, would you say that the process of completing and submitting the interim returns was...  
 Base: Respondents who submitted one or more interim return(s) (n=24)

Those who said the interim return process was difficult were further asked an open-ended question about what was difficult about completing and submitting interim returns. Although 18 respondents were asked this question, there were a total of 33 mentions, as respondents were able to mention more than one type of difficulty in their response. The most common responses were that the process was hard to understand (11 out of 18) and that they had technical problems with the PDF (e.g. could not print, could not save) (9 out of 18) (see Figure 19).

Figure 19: Difficulties surrounding completing and submitting interim returns



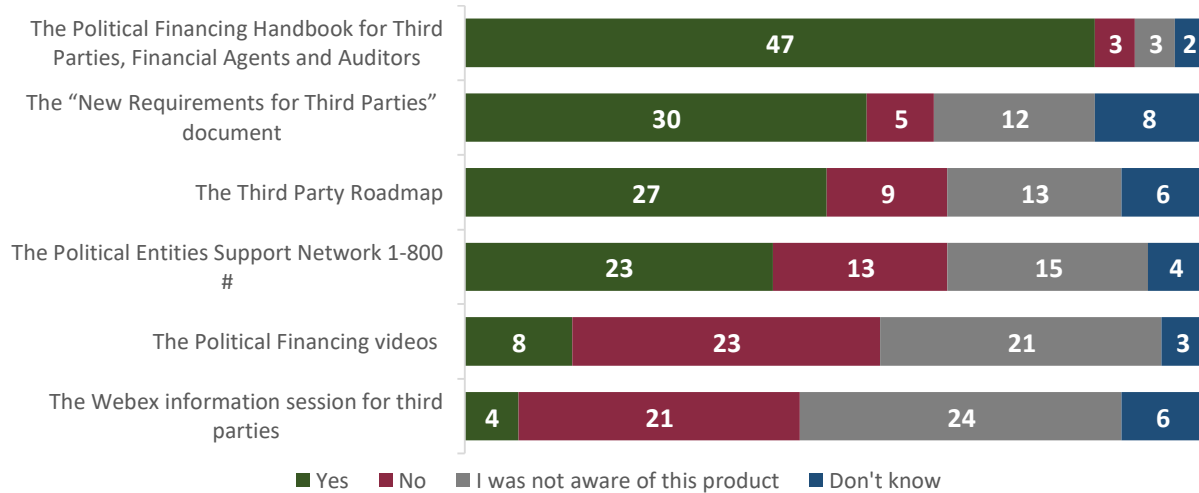
Q20: What was difficult about completing and submitting the interim returns? (Open-ended)

Base: Respondents who said the process of completing and submitting the interim returns was “very difficult” or “somewhat difficult” (n=18)

## Elections Canada Products and Services

Elections Canada provides various products and services for third parties to use. The most commonly used product was the *Political Financing Handbook for Third Parties, Financial Agents and Auditors*, with the vast majority of financial agents (47 out of 55) saying they used this product (see Figure 20). In contrast, the least-used product or service was the Webex information session for third parties, with only a few (4 out of 55) saying they used it. In fact, over four in ten financial agents (24 out of 55) said they were not aware of the Webex information session.

Figure 20: Elections Canada products and services used by third parties



Q21A-F: Did you use any of the following Elections Canada products and services?

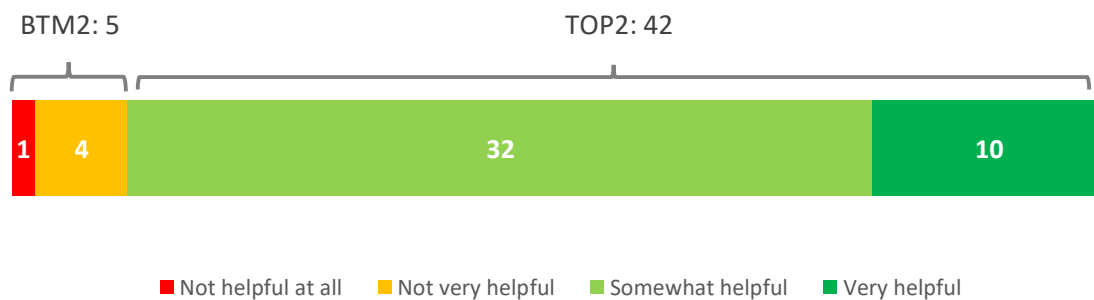
Base: All respondents (n=55)

## Helpfulness of Elections Canada Products and Services

Financial agents who stated that their third party had used a given product or service were then asked to rate its level of helpfulness.

The *Political Financing Handbook for Third Parties, Financial Agents and Auditors* was the product most used by respondents (see Figure 20). About nine in ten financial agents (42 out of 47) said this product was helpful. Almost seven in ten (32 out of 47) said it was somewhat helpful, and a fifth (10 out of 47) said the handbook was very helpful (see Figure 21). Only about one in ten (5 out of 47) respondents said the handbook was not helpful.

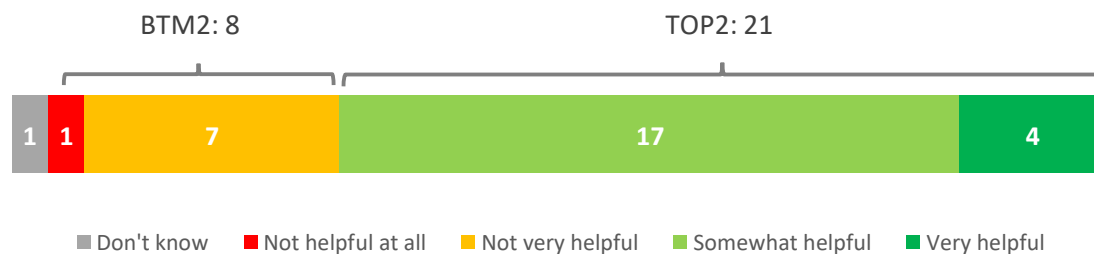
Figure 21: Helpfulness of the *Political Financing Handbook for Third Parties, Financial Agents and Auditors*



Q22: Would you say that Elections Canada’s Political Financing Handbook for Third Parties, Financial Agents and Auditors was...  
Base: Respondents who used this product (n=47)

The document “New Requirements for Third Parties” was the second most-used product: seven in ten financial agents who used this product (21 out of 30) said they found it helpful (see Figures 20 and 22). Almost six in ten (17 out of 30) said it was somewhat helpful, and one in eight (4 out of 30) said it was very helpful. About a quarter (8 out of 30) said this document was not helpful.

Figure 22: Helpfulness of "New Requirements for Third Parties" document

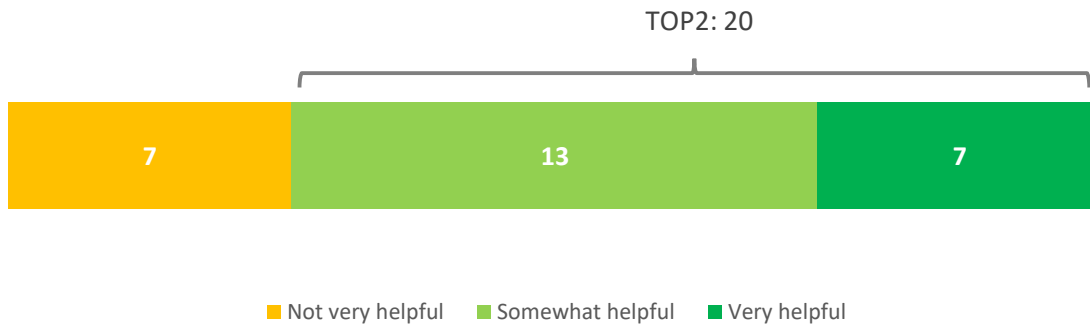


Q24: Would you say that Elections Canada’s document entitled, “New Requirements for Third Parties,” was...  
Base: Respondents who used this product (n=30)



Almost half of the financial agents (27 out of 55) said they used the Third Party Roadmap, and almost three quarters of those who did (20 out of 27) said it was helpful (see Figures 20 and 23). Almost half (13 out of 27) said it was somewhat helpful, and about a quarter (7 out of 27) said it was very helpful. Another quarter (7 out of 27) said the roadmap was not very helpful.

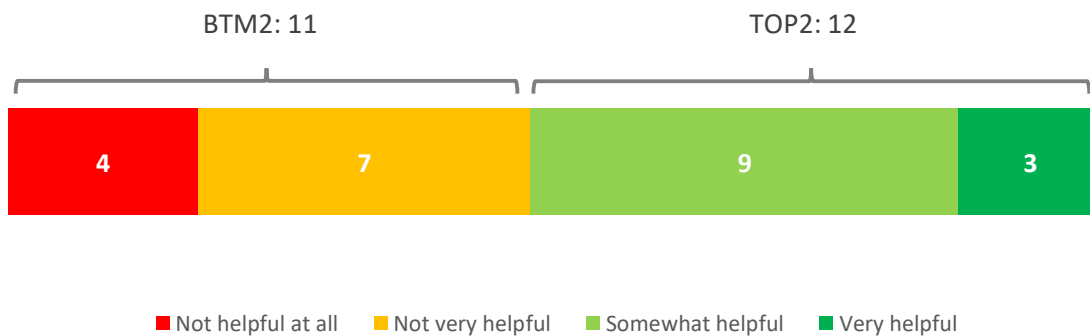
Figure 23: Helpfulness of Roadmap



Q23: Would you say that Elections Canada’s Third Party Roadmap was...  
 Base: Respondents who used this product (n=27)

Four in ten financial agents (23 out of 55) contacted Elections Canada through the 1-800 number for political entities. Of those who did, a little over half (12 out of 23) said it was helpful (see Figures 20 and 24). About four in ten (9 out of 23) said contacting Elections Canada was somewhat helpful, and one in eight (3 out of 23) said it was very helpful. However, a little less than half (11 out of 23) said contacting Elections Canada through the 1-800 number was not helpful.

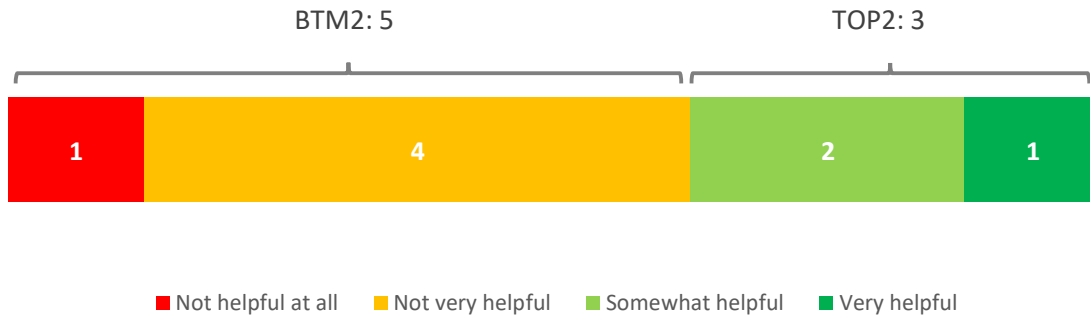
Figure 24: Helpfulness of Political Entities Support Network (1-800 Number)



Q27: Would you say that contacting Elections Canada through the 1-800 number for political entities was...  
 Base: Respondents who used this product (n=23)

Eight financial agents said they had used the Political Financing videos on Election Canada’s website. However, the majority (5 out of 8) said this service was not helpful<sup>12</sup> (see Figure 25). Half (4 out of 8) said it was not very helpful, and one in eight said the videos were not helpful at all. Almost four in ten (3 out of 8) said the videos were helpful.

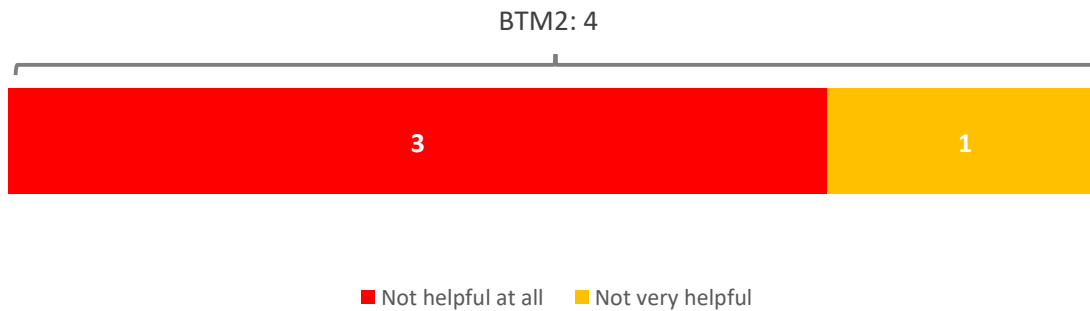
Figure 25: Helpfulness of Political Financing videos



Q25: Would you say that the Political Financing videos on Elections Canada’s website were...  
Base: Respondents who used this product (n=8)

Only four financial agents said they had used the Webex information session for third parties, and all four said it was not helpful<sup>13</sup> (see Figure 26). Of the four, three said it was not helpful at all and one said it was not very helpful.

Figure 26: Helpfulness of Webex presentation



Q26: Would you say that the Webex information session for third parties was...  
Base: Respondents who used this product (n=4)

<sup>12</sup> Small sample size; interpret results with caution.

<sup>13</sup> Small sample size; interpret results with caution.

### Pre-Electoral Period Phone Call

Some third parties that registered before the writs were issued (i.e. before September 11, 2019) were required to submit an interim return within 5 days of registration. To assist with that process, Elections Canada calls a representative of the third party to discuss this requirement. That representative could be either the applicant or the financial agent. Financial agents of third parties that registered before September 11, 2019, were asked if they received a call from Elections Canada to discuss the fact that third parties may need to file an interim return within 5 days of becoming registered. Almost half (16 out of 34) said they did receive a phone call, about a quarter (9 out of 34) said they did not, and another quarter (9 out of 34) said they did not know (see Figure 27).

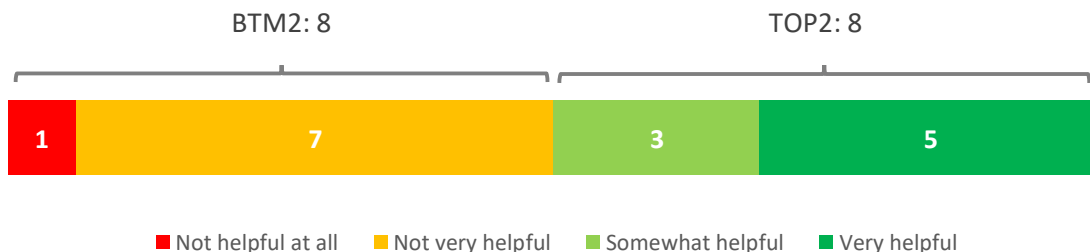
Figure 27: Following application submission, received a phone call to discuss that the third party may need to file an interim return within 5 days of becoming registered



Q28: After your application was submitted, did you receive a phone call from Elections Canada to discuss the fact that the third party may need to file an interim return within 5 days of becoming registered?  
Base: Respondents who registered before September 11, 2019 (n=34)

Of the 16 financial agents who did receive a phone call from Elections Canada, half (8 out of 16) said the call was helpful, and the other half (8 out of 16) said it was not helpful (see Figure 28).

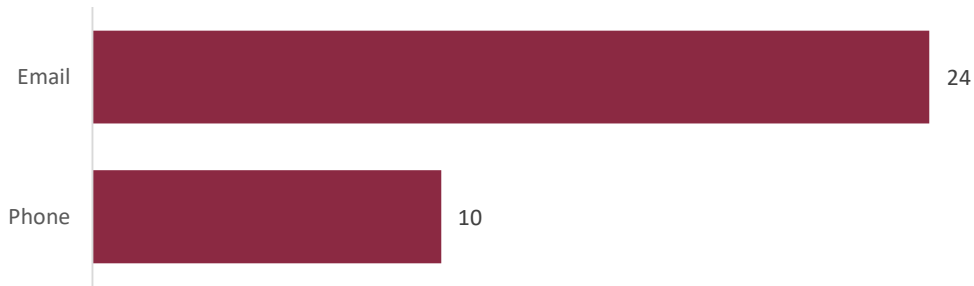
Figure 28: Helpfulness of phone call about interim return requirement



Q29: How helpful was that phone call?  
Base: Respondents who received a call about the interim return requirement (n=16)

Financial agents who registered before September 11, 2019, were also asked how they would prefer to receive this type of information. About seven in ten (24 out of 34) said they would prefer to receive information of this type by email, and about three in ten (10 out of 34) said they would prefer to receive it by phone (see Figure 29).

Figure 29: Preferred method of receiving information following registration



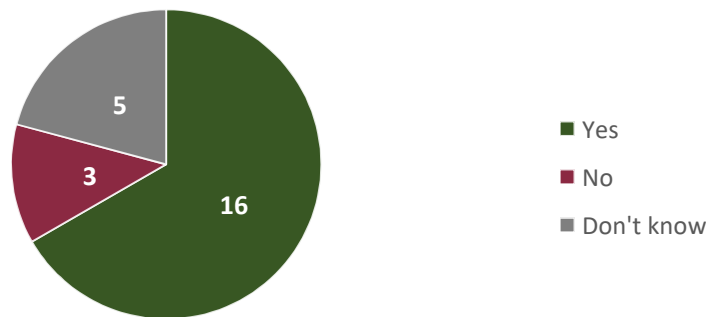
Q30: When receiving information like that, do you prefer phone or email?

Base: Respondents who registered before September 11, 2019 (n=34)

### Email Reminder

Financial agents who submitted at least one interim return were asked if they received an email reminding them of the September 30 and October 15 deadlines to file their interim returns. The majority (16 out of 24) said they did receive an email, one in eight (3 out of 24) said they did not receive an email, and about a fifth (5 out of 24) said they did not know (see Figure 30).

Figure 30: Received an email reminder regarding deadlines to file interim returns

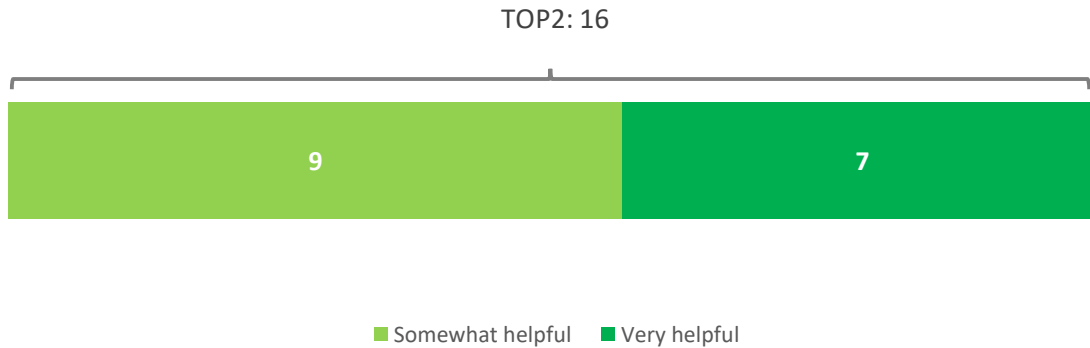


Q31: Did you receive an email reminding you of the September 30 and October 15 deadlines to file your interim returns?

Base: Respondents who submitted one or more interim returns (n=24)

All 16 financial agents who received an email reminder regarding the deadlines found it helpful (see Figure 31). Over half (9 out of 16) said the email reminder was somewhat helpful, and over four in ten (7 out of 16) said it was very helpful.

Figure 31: Helpfulness of email reminder



*Q32: How helpful was that reminder email?*

Base: Respondents who received an email reminder regarding deadlines to file interim returns (n=16)

The 16 financial agents who received an email reminder were also asked about the timing of that email. They could choose from the following answer options: timing was good; sent too early; sent too late; don't know. All 16 financial agents said the timing of the email was good.

*Q34: How was the timing of that email?*

Base: Respondents who received an email reminder regarding deadlines to file interim returns (n=16)

Financial agents who submitted at least one interim return were also asked how they would prefer to receive this type of information. Almost all (23 out of 24) said they would prefer email; only one said they would prefer phone (see Figure 32).

Figure 32: Preferred method of receiving information regarding interim return deadlines



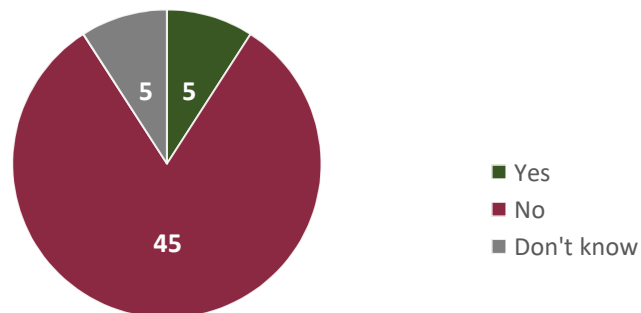
Q33: When receiving information like that, do you prefer phone or email?

Base: Respondents who submitted one or more interim returns (n=24)

### Ad Campaign

Financial agents were asked if they remembered seeing any social media ads or posts from Elections Canada about registering as a third party. Over eight in ten (45 out of 55) said they did not recall seeing any ads or posts from Elections Canada, just under one in ten (5 out of 55) said they did, and another one in ten (5 out of 55) said they did not know (see Figure 33).

Figure 33: Recollection of seeing social media ads or posts about registering as third party

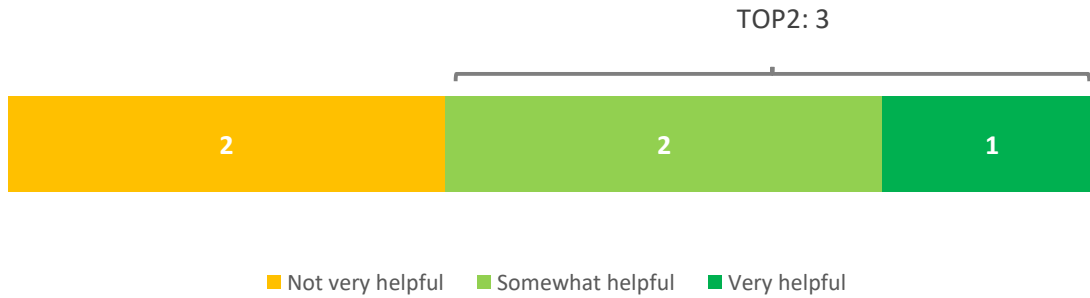


Q35: Do you remember seeing any social media ads or posts from Elections Canada about registering as a third party?

Base: All respondents (n=55)

The five financial agents who recalled seeing social media ads or posts from Elections Canada were asked whether these ads were helpful. Three of the five said the social media ads and posts were helpful, while the remaining two said they were not helpful<sup>14</sup> (see Figure 34).

Figure 34: Helpfulness of ad campaign



Q36: *Would you say that those social media ads and posts were...*

Base: Respondents who said they recalled seeing social media ads or posts from Elections Canada about registering as a third party (n=5)

<sup>14</sup> Small sample size; interpret with caution.

### Other Products, Services or Sources

All financial agents were asked if there are any other kinds of products or services that would have made the process easier. There was a total of 65 mentions provided by the financial agents, as they had the option to suggest more than one product or service. A common response provided was a help line or knowledgeable people to answer questions and explain things (11 out of 55) (see Figure 35).

Figure 35: Other products or services that would have made the process easier



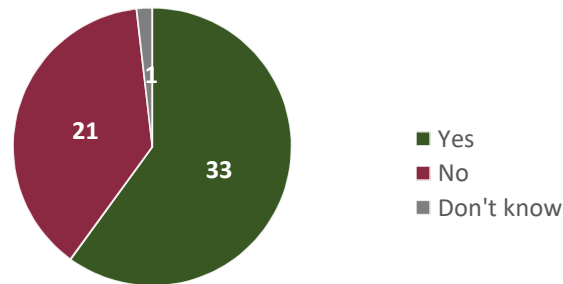
Q37: Is there any other kind of product or service that would have made the process easier for you? If so, what kind?  
(Open-ended)

Base: All respondents (n=55)



Financial agents were also asked if they consulted other sources aside from Elections Canada to understand how the provisions of the *Canada Elections Act* related to third parties and applied to the financial agents' situation. Six in ten (33 out of 55) said they did consult other sources, nearly four in ten (21 out of 55) said they did not, and one said they did not know (see Figure 36).

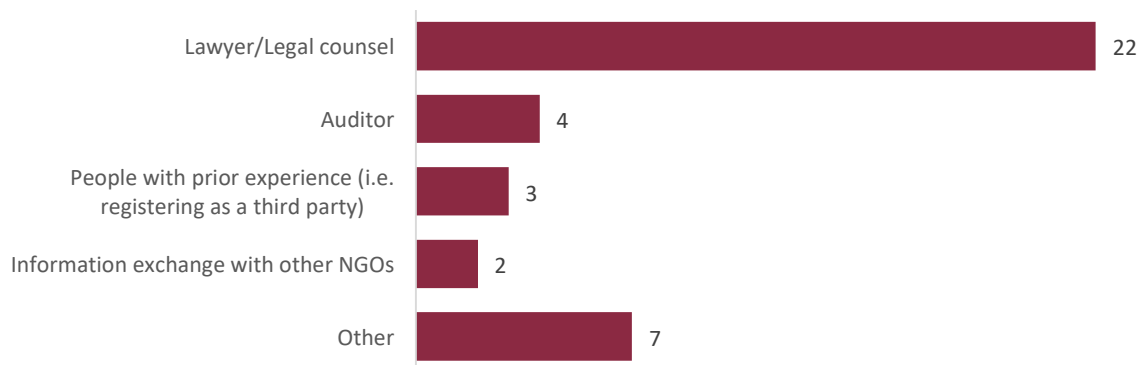
Figure 36: Consulting other sources aside from Elections Canada to understand the provisions of the *Canada Elections Act*



Q38: Did you consult any other sources aside from Elections Canada to understand the provisions of the *Canada Elections Act* as they relate to third parties and how they applied in your situation?  
Base: All respondents (n=55)

The 33 financial agents who said they did consult other sources aside from Elections Canada were asked what sources they consulted. There was a total of 38 mentions provided by the financial agents, as they had the option to mention more than one source. Most financial agents (22 out of 33) mentioned that they consulted with a lawyer or legal counsel (see Figure 37).

Figure 37: Other sources financial agents consulted aside from Elections Canada



Q39: What sources did you consult?  
Base: Respondents who said they consulted other sources to understand the provisions of the *Canada Elections Act* (n=33)

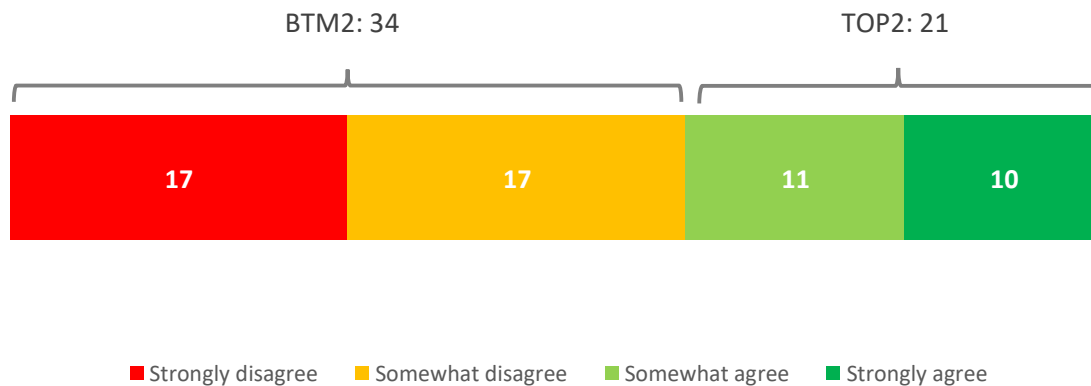
## Reporting Regulated Activities

### Ease of Determining Regulated Activities

Financial agents were asked to state their level of agreement (or disagreement) with various statements related to regulated activities.

When asked about their agreement with the statement “It was clear which of my third party’s activities were regulated under the *Canada Elections Act*,” over six in ten (34 out of 55) said they disagreed with the statement (see Figure 38). About a third (17 out of 55) said they strongly disagreed, and another third (17 out of 55) said they somewhat disagreed that it was clear which of their third party’s activities were regulated under the *Canada Elections Act*. In contrast, almost four in ten (21 out of 55) said they agreed with this statement. A fifth (11 out of 55) said they somewhat agreed, and almost a fifth (10 out of 55) said they strongly agreed.

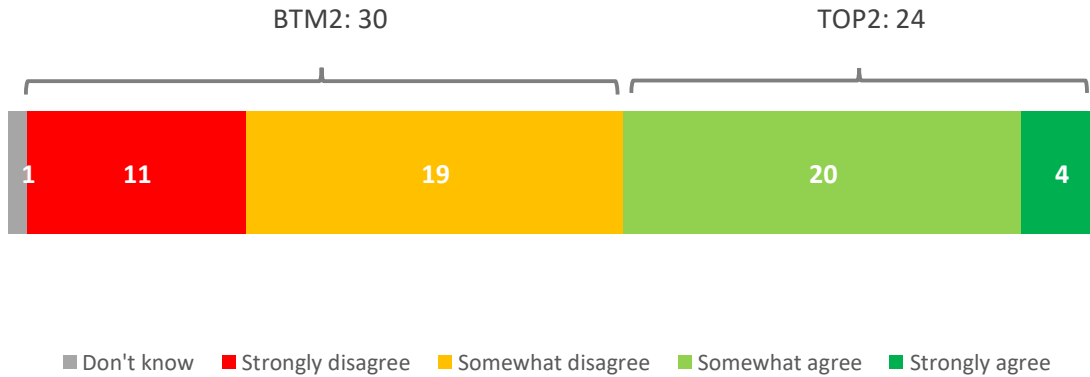
Figure 38: Level of agreement with "It was clear which of my third party's activities were regulated under the *Canada Elections Act*"



Q40: Please rate your level of agreement or disagreement with the following statements:  
 It was clear which of my third party’s activities were regulated under the *Canada Elections Act*.  
 Base: All respondents (n=55)

The majority of financial agents (30 out of 55) said they disagreed with the statement “Reporting my third party’s regulated spending under the right category (e.g. Partisan activity, election survey, election advertising) was easy” (see Figure 39). About a third (19 out of 55) said they somewhat disagreed with this statement, and a fifth (11 out of 55) said they strongly disagreed. Over four in ten (24 out of 55) said they agreed that it was easy to report their third party’s regulated spending under the right category. A little over a third (20 out of 55) said they somewhat agreed with the statement, and a few (4 out of 55) said they strongly agreed.

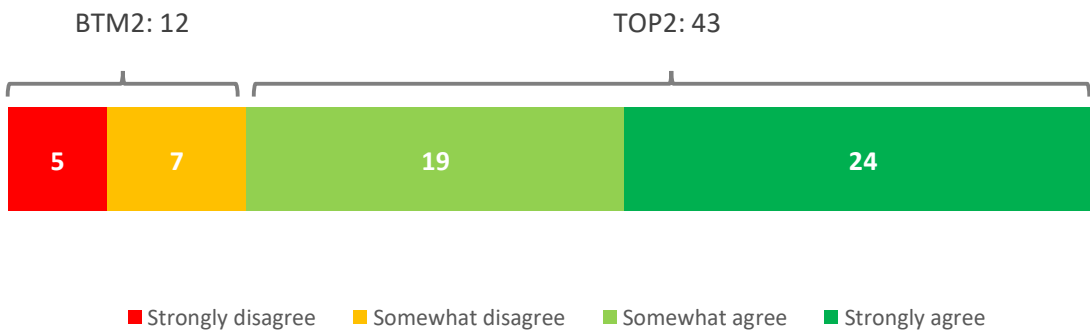
Figure 39: Level of agreement with "Reporting my third party's regulated spending under the right category was easy"



Q41: Please rate your level of agreement or disagreement with the following statements:  
 Reporting my third party's regulated spending under the right category (e.g. Partisan activity, election survey, election advertising) was easy.  
 Base: All respondents (n=55)

Lastly, financial agents agreed that the reporting time periods were clear. Almost eight in ten (43 out of 55) said they agreed, with over four in ten (24 out of 55) saying they strongly agreed and about a third (19 out of 55) saying they somewhat agreed (see Figure 40). Only about a fifth (12 out of 55) said they disagreed that reporting time periods were clear.

Figure 40: Level of agreement with "The reporting time periods were clear"



Q42: Please rate your level of agreement or disagreement with the following statements:  
 The reporting time periods were clear.  
 Base: All respondents (n=55)

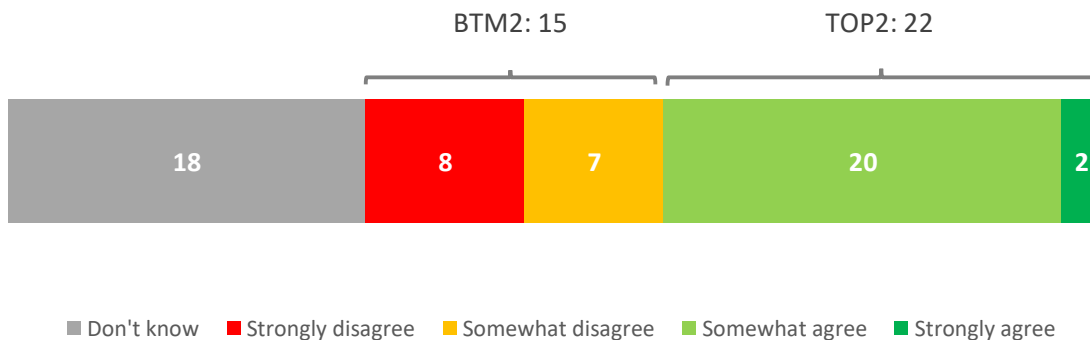
## Views on Third-Party Obligations

### Attitude Toward the New Third-Party Regime

In 2018, various changes were introduced to the provisions of the *Canada Elections Act* as they relate to third parties. This includes new spending limits during the pre-election period. Financial agents were asked to rate their level of agreement (or disagreement) with two statements relating to their attitudes toward the new third-party regime.

Regarding the statement “The recent changes to the *Canada Elections Act* regarding third parties’ regulated activities have improved election spending transparency,” four in ten financial agents (22 out of 55) said they agree (see Figure 41). Over a third (20 out of 55) said they somewhat agree that the changes have improved election spending transparency, and a couple (2 out of 55) said they strongly agree. However, a third (18 out of 55) said they didn’t know, and about a quarter (15 out of 55) said they disagreed that the changes have improved transparency.

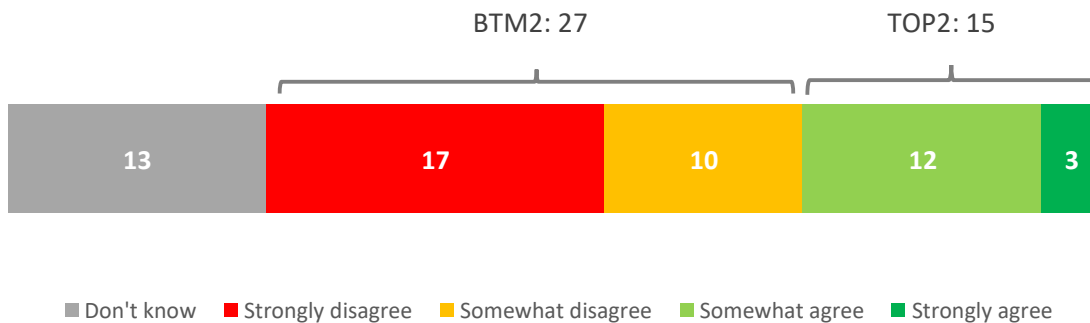
Figure 41: Level of agreement with "The recent changes to the *Canada Elections Act* regarding third parties’ regulated activities have improved election spending transparency"



Q43: Please rate your level of agreement or disagreement with the following statements:  
 The recent changes to the *Canada Elections Act* regarding third parties’ regulated activities have improved election spending transparency.  
 Base: All respondents (n=55)

In contrast, when asked about their agreement with the statement “The recent changes to the *Canada Elections Act* regarding third parties’ regulated activities have helped to create a more level playing field amongst organizations with different access to financial resources,” about half of financial agents (27 out of 55) said they disagreed (see Figure 42). About three in ten (17 out of 55) said they strongly disagreed with this statement, and almost a fifth (10 out of 55) said they somewhat disagreed. Over a quarter (15 out of 55) said they agreed that it helped create a more level playing field, and about a quarter (13 out of 55) said they did not know.

Figure 42: Level of agreement with "The recent changes... helped to create a more level playing field..."



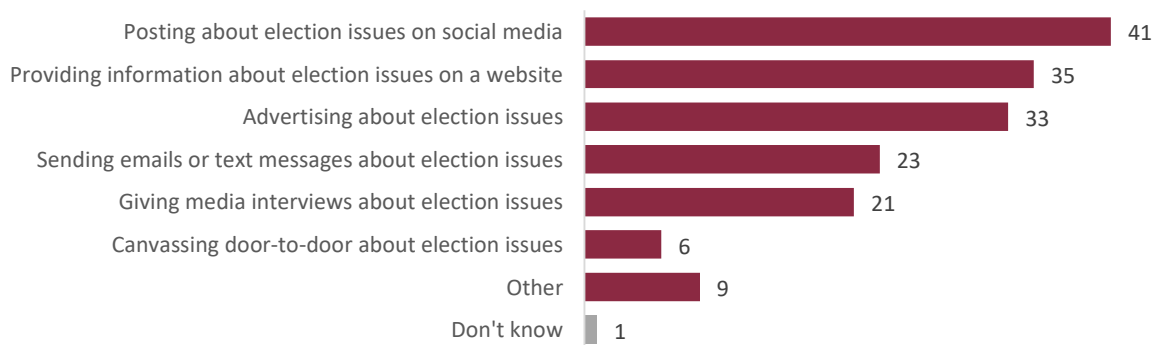
Q44: Please rate your level of agreement or disagreement with the following statements:  
 The recent changes to the *Canada Elections Act* regarding third parties’ regulated activities have helped to create a more level playing field amongst organizations with different access to financial resources.  
 Base: All respondents (n=55)

## Election Issues

### Advocacy Activities

Financial agents were asked which advocacy activities their third party undertook during the election period, selecting all answers that apply in their situation. There was a total of 169 advocacy activities selected by financial agents. The most common activity was posting about election issues on social media (41 out of 55), followed by providing information about election issues on a website (35 out of 55) and advertising about election issues (33 out of 55) (see Figure 43). The least common advocacy activity third parties undertook was canvassing door to door about election issues (6 out of 55).

Figure 43: Advocacy activities undertaken during election period



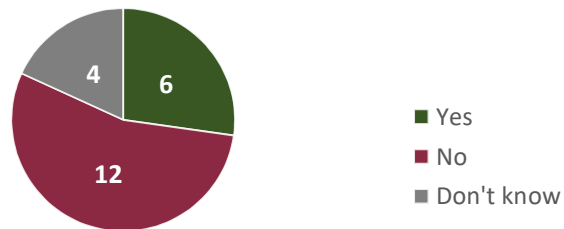
Q46: Which of the following advocacy activities did your third party undertake during the election period? Please select all that apply.

Base: All respondents (n=55)

## Election Issues and Advertising

Financial agents whose third party did not advertise about election issues were asked if their third party considered doing so. Over half (12 out of 22) said they did not consider advertising about election issues, about a quarter (6 out of 22) did consider it and almost a fifth (4 out of 22) did not know (see Figure 44).

Figure 44: Consideration of advertising about election issues



*Q47: Did your third party consider advertising about election issues?*

Base: Respondents who did not undertake “Advertising about election issues” during the election period (n=22)

The six financial agents who said their third party did consider advertising about election issues, but ultimately decided not to, were further asked what made their third party decide not to advertise. All six financial agents said they did not know.<sup>15</sup>

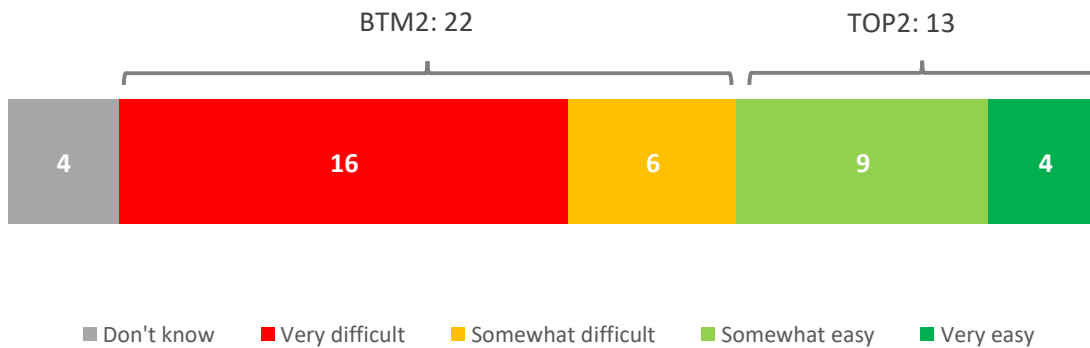
*Q48: What made your third party decide not to advertise about election issues? (Open-ended)*

Base: Respondents who said they considered advertising about election issues (n=6).

<sup>15</sup> Small sample size; interpret with caution.

Those who did advertise about election issues or considered doing so were asked about the ease of figuring out whether the issues they wanted to advertise about were election issues. Over half (22 out of 39) said it was difficult to figure out if they were election issues (see Figure 45). About four in ten (16 out of 39) said it was very difficult, and about one in seven (6 out of 39) said it was somewhat difficult. In contrast, a third (13 out of 39) said it was easy to figure out if the issues they wanted to advertise about were election issues. About a quarter (9 out of 39) said it was somewhat easy, and one in ten (4 out of 39) said it was very easy.

Figure 45: Ease of figuring out if issues wanted to advertise about were election issues



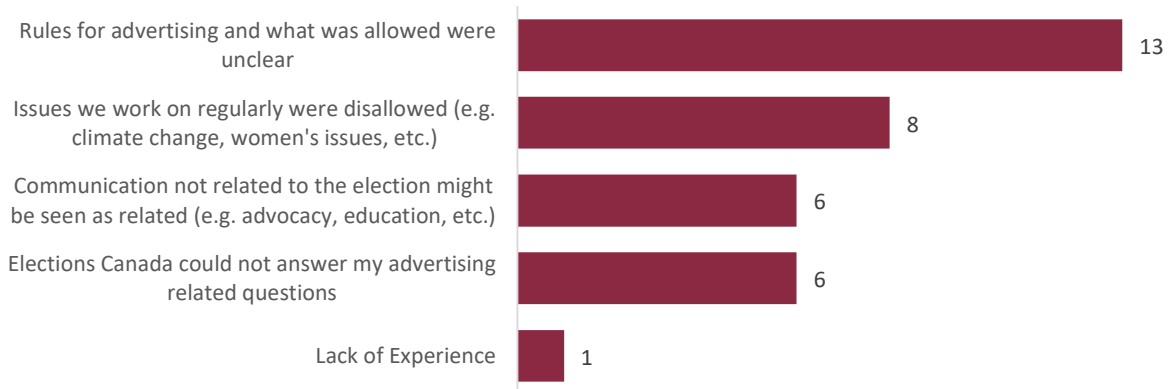
Q49: How easy or difficult was it to figure out whether the issues you wanted to advertise about were election issues; that is, associated with a party or candidate, even if they are not mentioned?

Base: Respondents who undertook "Advertising about election issues" during the election period or considered advertising about election issues (n=39)



Of the 22 financial agents who said it was difficult to figure out whether the issues they wanted to advertise about were election issues, there were a total of 34 mentions for what made it difficult. The most common response was that the rules for advertising and what was allowed were not clear (13 out of 22), followed by the perception that the issues they worked on regularly were disallowed (e.g. climate change, women’s issues) (8 out of 22) (see Figure 46).

Figure 46: Reasons why it was difficult to figure out whether the issues wanted to advertise about were election issues

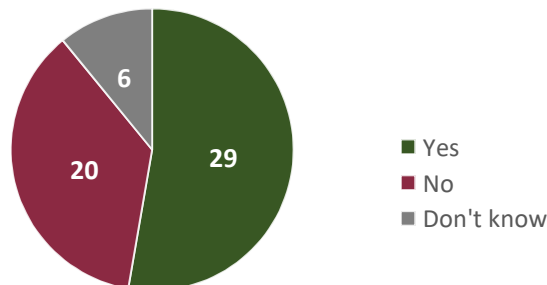


Q50: What made it difficult to figure out whether the issues you wanted to advertise about were election issues? (Open-ended)

Base: Respondents who said it was “very difficult” or “somewhat difficult” to figure out whether the issues wanted to advertise about were election issues (n=22)

When asked if they contacted Elections Canada to seek any clarification regarding advertising about election issues, most financial agents said they did (29 out of 55), about a third (20 out of 55) said they did not, and about one in ten (6 out of 55) said they did not know (see Figure 47).

Figure 47: Elections Canada contact to seek clarification regarding advertising about election issues

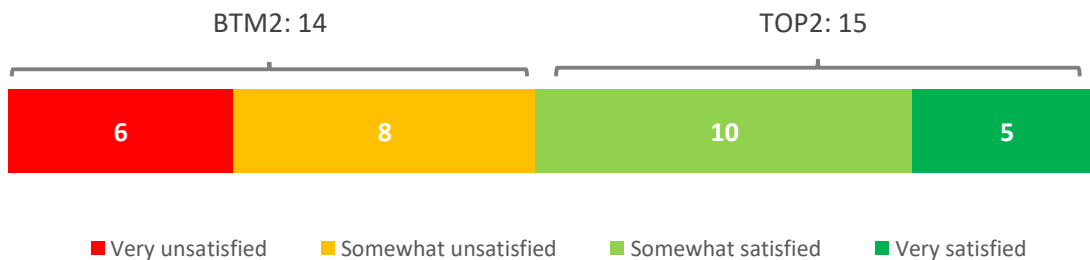


Q51: Did you contact Elections Canada to seek any clarification regarding advertising about election issues?

Base: All respondents (n=55)

For those who did contact Elections Canada to seek clarification, financial agents were quite split about whether they were satisfied with the help they received (see Figure 48). A little over half (15 out of 29) said they were satisfied with the help. Over a third (10 out of 29) said they were somewhat satisfied, and one in six (5 out of 29) said they were very satisfied. However, a little less than half (14 out of 29) said they were unsatisfied with the help they received. About three in ten (8 out of 29) said they were somewhat unsatisfied with the help, and about a fifth (6 out of 29) said they were very unsatisfied.

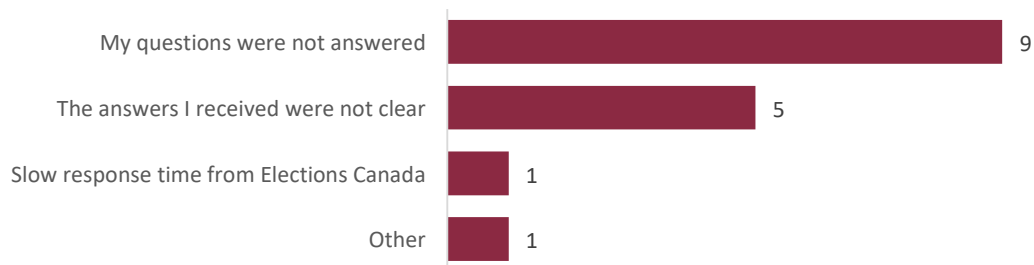
Figure 48: Satisfaction with help received from Elections Canada regarding advertising about election issues



Q52: How satisfied were you with the help you received from Elections Canada regarding advertising about election issues?  
 Base: Respondents who sought clarification from Elections Canada regarding advertising about election issues (n=29)

Financial agents who said they were unsatisfied with the help mostly said it was because their questions were not answered (e.g. they got transferred, had to decide themselves) (9 out of 16) (see Figure 49). Another common reason they mentioned was that the answers they received were unclear (e.g. ambiguous, inconsistent, general and/or vague) (5 out of 16). This question was asked to 14 financial agents; there were a total of 16 mentions provided by the respondents.<sup>16</sup>

Figure 49: Reasons unsatisfied with advertising-related help



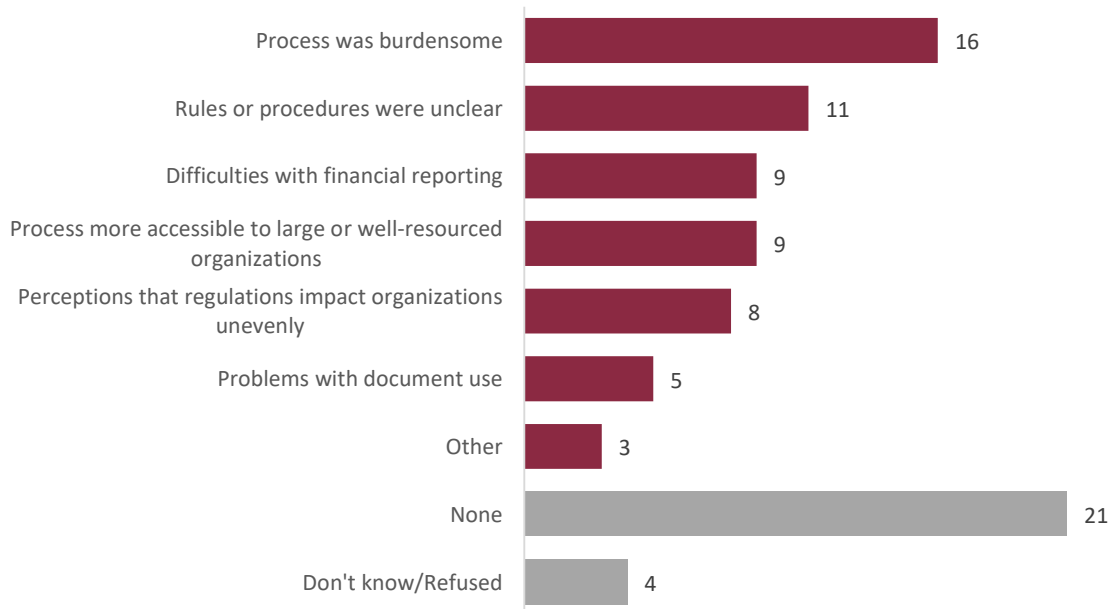
Q53: What caused you to be unsatisfied? (Open-ended)  
 Base: Respondents who said they were “very unsatisfied” or “somewhat satisfied” with the help received from Elections Canada regarding advertising about election issues (n=14)

<sup>16</sup> Small sample size; interpret with caution.

## Other Comments

At the end of the survey, financial agents were given an opportunity to provide any other comments regarding their experience as a registered third party that were not covered in the survey. There was a total of 86 mentions provided by the financial agents. The most common remark was that the process was burdensome (e.g. bureaucratic, inefficient, time consuming) (16 out of 86) (see Figure 50). Some also mentioned the unclear rules or procedures (e.g. ambiguous, poorly explained, vague) (11 out of 86), among other comments.

Figure 50: Additional comments regarding third-party experience



Q54: Is there anything else not covered here that you would like to share about your experience as a registered third party? (Open-ended)

Base: All respondents (n=54)

## Appendix A: Questionnaire

### QUESTIONNAIRE

#### PROGRAMMING NOTES – VARIABLES AVAILABLE

---

##### Currently available

- **Application date [DD-MMM-YY]**
- **Registration date [DD-MMM-YY]**
- **If financial agent is also applicant [Y/N]**
- **Province [...]**
- **Type of third party [Individual (1), Group without a governing body (2), Group with a governing body (3), Corporation (4)]**
- **Number of interim returns submitted [0 - 4]**

##### Available in the future

- **Amount of contributions**
- **Amount of expenses by category**

##### May be available in the future

- **If registered in 2015 [Y/N]**

#### INTRODUCTION

---

Hello! My name is \_\_\_\_\_. I'm calling from Forum Research to conduct a survey on behalf of Elections Canada. The purpose of this survey is to understand registered third parties' experiences, opinions and attitudes about the third-party political financing regime. This survey should take 15-20 minutes to complete and can be completed over the phone or online. This survey is anonymous and voluntary, and your responses will not be used to identify you in any way. May I begin the survey?

Yes - Continue

No - Schedule callback

Hard no - thank and terminate

[IF ASKED ABOUT THE LEGITIMACY OF THE SURVEY]: If you would like to ensure that this survey is run by Elections Canada, you can call their toll-free number at 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time).

[IF ASKED ABOUT ELECTIONS CANADA]: The toll-free telephone number for Elections Canada is 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time).

**Please note that this call may be recorded for quality control or training purposes. Any personal information collected is subject to the federal *Privacy Act* and will be held in strict confidence. By taking part in this survey, you consent to the use of your answers for research and statistical purposes. The anonymous database of all responses may be shared with external researchers under the strict condition that no personal information is ever distributed or made public.**

## SCREENING

---

1. **Were you the financial agent for a third party that registered with Elections Canada for the 2019 general election? [DO NOT READ LIST]**
  1. Yes
  2. No [TERMINATE]
  3. Don't know [TERMINATE]

### [ASK IF Q1 = 01]

- 1b. **You qualify for the survey! Would you like to continue over the phone or online?**
1. Phone
  2. Online

### [ASK IF Q1b = 02]

- 1c. **What is your email address? [RECORD RESPONSE]**

[CONTINUE CATI]

**If you were the financial agent for more than one registered third party, please base your answers on the one that had the highest amount of expenses.**

**In this survey, we will ask you about a number of the tasks that registered third parties are required to undertake, the services that are offered to them, and your thoughts and opinions about the third party regime in general. Please answer to the best of your knowledge on behalf of your third party as a whole. If you have no knowledge of something that is touched upon, please feel free to respond that you don't know.**

## INFORMATION ABOUT THIRD PARTIES

---

### TYPE & PURPOSE OF THIRD PARTY

2. **Which of the following best describes your third party? [READ LIST]**
1. A business
  2. A union
  3. An organization with no formal legal entity
  4. A registered charity
  5. A registered non-profit or membership-based organization
  6. An individual
  7. Other [please specify]
  8. [DO NOT READ] Prefer not to say
  9. [DO NOT READ] Don't know

### PAST & FUTURE REGISTRATION

3. **To your knowledge, has this third party ever registered for any past federal elections? [DO NOT READ LIST]**
1. Yes
  2. No
  3. Don't know
4. **To your knowledge, how likely or unlikely is it that this third party will register for future federal elections? [READ LIST]**
1. Very likely
  2. Somewhat likely
  3. Somewhat unlikely
  4. Very unlikely
  5. [DO NOT READ] Don't know

## REGISTRATION & FINANCIAL RECORDS

---

### EASE OF REGISTRATION PROCESS

5. **Based on your experience registering as a third party, how easy or difficult was it to determine whether your organization needed to register with Elections Canada? [READ LIST]**
1. Very easy
  2. Somewhat easy
  3. Somewhat difficult
  4. Very difficult
  5. [DO NOT READ] Don't know

6. **How easy or difficult was it to figure out at what point your third party needed to register?**

**[READ LIST]**

1. Very easy
2. Somewhat easy
3. Somewhat difficult
4. Very difficult
5. [DO NOT READ] Don't know

7. **How easy or difficult was it to figure out how to register? [READ LIST]**

1. Very easy
2. Somewhat easy
3. Somewhat difficult
4. Very difficult
5. [DO NOT READ] Don't know

#### **FINDING REGISTRATION FORMS**

8. **Were you the person responsible for finding the form to register as a third party on the Elections Canada website? [DO NOT READ LIST]**

1. Yes
2. No
3. Don't know

**[ASK IF Q8 = 01]**

9. **How easy or difficult was it to find the registration form? [READ LIST]**

1. Very easy
2. Somewhat easy
3. Somewhat difficult
4. Very difficult
5. [DO NOT READ] Don't know

## **BURDEN OF REGISTRATION PROCESS**

*Please rate your level of agreement or disagreement with the following statement:*

**10. Registering as a third party did not require very much work. [READ LIST]**

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. [DO NOT READ] Don't know

## **BURDEN OF FINANCIAL RECORDS**

**11. Opening a separate bank account and maintaining separate financial records for regulated activities did not require very much work. [READ LIST]**

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. [DO NOT READ] Don't know

## **EASE OF REGISTRATION**

**12. Overall, would you say that registering as a third party was... [READ LIST]**

1. Very easy
2. Somewhat easy
3. Somewhat difficult
4. Very difficult
5. [DO NOT READ] Don't know

## **REASONS IT WAS NOT EASY TO REGISTER**

**[ASK IF Q12 = 03 OR 04]**

**13. What was difficult about registering? [OPEN-ENDED]**



## INTERIM RETURNS

---

### EASE OF INTERIM RETURN PROCESS

Now we would like to ask you about interim returns. Some third parties needed to submit interim returns while others did not, depending on the amount of contributions they received or expenses they incurred and when the contributions were received and expenses incurred.

14. How easy or difficult was it to figure out whether or not your third party needed to submit any interim returns? [READ LIST]
1. Very easy
  2. Somewhat easy
  3. Somewhat difficult
  4. Very difficult
  5. [DO NOT READ] Don't know

#### [ASK IF NUMBER OF INTERIM RETURNS SUBMITTED ≠ 0]

15. How easy or difficult was it to figure out by what date your third party needed to submit interim returns? [READ LIST]
1. Very easy
  2. Somewhat easy
  3. Somewhat difficult
  4. Very difficult
  5. [DO NOT READ] Don't know

#### [ASK IF NUMBER OF INTERIM RETURNS SUBMITTED ≠ 0]

16. How easy or difficult was it to figure out how to submit interim returns? [READ LIST]
1. Very easy
  2. Somewhat easy
  3. Somewhat difficult
  4. Very difficult
  5. [DO NOT READ] Don't know

## FINDING INTERIM RETURN FORM

[ASK IF NUMBER OF INTERIM RETURNS SUBMITTED  $\neq$  0]

17. How easy or difficult was it to find the interim return form on the Elections Canada website?

[READ LIST]

1. Very easy
2. Somewhat easy
3. Somewhat difficult
4. Very difficult
5. [DO NOT READ] Don't know

## BURDEN OF INTERIM RETURNS

[ASK IF NUMBER OF INTERIM RETURNS SUBMITTED  $\neq$  0]

*Please rate your level of agreement or disagreement with the following statement:*

18. Completing and submitting the interim returns did not require very much work. [READ LIST]

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. [DO NOT READ] Don't know

## EASE OF INTERIM RETURN PROCESS

[ASK IF NUMBER OF INTERIM RETURNS SUBMITTED  $\neq$  0]

19. Overall, would you say that the process of completing and submitting the interim returns was...

[READ LIST]

1. Very easy
2. Somewhat easy
3. Somewhat difficult
4. Very difficult
5. [DO NOT READ] Don't know

[ASK IF Q19 = 03 OR 04]

20. What was difficult about completing and submitting the interim returns? [OPEN-ENDED]

## ELECTIONS CANADA PRODUCTS AND SERVICES

---

This next section will ask for your opinion about some of the products and services that Elections Canada makes available for third parties.

**21. Did you use any of the following Elections Canada products and services? [READ ITEMS AND RESPONSE OPTIONS]**

**[GRID]**

**[ROWS]**

- a) The Political Financing Handbook for Third Parties, Financial Agents and Auditors
- b) The Third Party Roadmap
- c) The “New Requirements for Third Parties” document
- d) The Political Financing videos
- e) The Webex information session for third parties
- f) The Political Entities Support Network 1-800 #

**[COLUMNS]**

- 1. Yes
- 2. No
- 3. [DO NOT READ] Don't know
- 4. [DO NOT READ] I was not aware of this product

### HANDBOOK

**[ASK IF 21a = 01]**

**22. Would you say that Elections Canada's Political Financing Handbook for Third Parties, Financial Agents and Auditors was... [READ LIST]**

- 1. Very helpful
- 2. Somewhat helpful
- 3. Not very helpful
- 4. Not helpful at all
- 5. [DO NOT READ] Don't know

## ROADMAP

[ASK IF 21b = 01]

23. **Would you say that Elections Canada's Third Party Roadmap was... [READ LIST]**

1. Very helpful
2. Somewhat helpful
3. Not very helpful
4. Not helpful at all
5. [DO NOT READ] Don't know

## BACKGROUNDER

[ASK IF 21c = 01]

24. **Would you say that Elections Canada's document entitled, "New Requirements for Third Parties", was... [READ LIST]**

1. Very helpful
2. Somewhat helpful
3. Not very helpful
4. Not helpful at all
5. [DO NOT READ] Don't know

## POLITICAL FINANCING VIDEOS

[ASK IF 21d = 01]

25. **Would you say that the Political Financing videos on Elections Canada's website were... [READ LIST]**

1. Very helpful
2. Somewhat helpful
3. Not very helpful
4. Not helpful at all
5. [DO NOT READ] Don't know

## WEBEX PRESENTATION

[ASK IF 21e = 01]

26. **Would you say that the Webex information session for third parties was... [READ LIST]**

1. Very helpful
2. Somewhat helpful
3. Not very helpful
4. Not helpful at all
5. [DO NOT READ] Don't know

## POLITICAL ENTITIES SUPPORT NETWORK (1-800 NUMBER)

[ASK IF 21f = 01]

27. **Would you say that contacting Elections Canada through the 1-800 number for political entities was... [READ LIST]**

1. Very helpful
2. Somewhat helpful
3. Not very helpful
4. Not helpful at all
5. [DO NOT READ] Don't know

## PRE-ELECTORAL PERIOD PHONE CALL

[ASK IF REGISTERED BEFORE SEPT 11/19]

28. **After your application was submitted, did you receive a phone call from Elections Canada to discuss the fact that the third party may need to file an interim return within 5 days of becoming registered? [DO NOT READ LIST]**

1. Yes
2. No
3. Don't know

[ASK IF Q28 = 01]

29. **How helpful was that phone call? [READ LIST]**

1. Very helpful
2. Somewhat helpful
3. Not very helpful
4. Not helpful at all
5. [DO NOT READ] Don't know

**[ASK IF REGISTERED BEFORE SEPT 11/19]**

**30. When receiving information like that, do you prefer phone or email? [DO NOT READ LIST]**

1. Phone
2. Email
3. Don't know

**EMAIL REMINDER**

**[ASK IF NUMBER OF INTERIM RETURNS SUBMITTED ≠ 0]**

**31. Did you receive an email reminding you of the September 30 and October 15 deadlines to file your interim returns? [DO NOT READ LIST]**

1. Yes
2. No
3. Don't know

**[ASK IF Q31 = 01]**

**32. How helpful was that reminder email? [READ LIST]**

1. Very helpful
2. Somewhat helpful
3. Not very helpful
4. Not helpful at all
5. [DO NOT READ] Don't know

**[ASK IF NUMBER OF INTERIM RETURNS SUBMITTED ≠ 0]**

**33. When receiving information like that, do you prefer phone or email? [DO NOT READ LIST]**

1. Phone
2. Email
3. Don't know

**[ASK IF Q31 = 01]**

**34. How was the timing of that email? [DO NOT READ LIST]**

1. Timing was good
2. Sent too early
3. Sent too late
4. Don't know

## AD CAMPAIGN

35. Do you remember seeing any social media ads or posts from Elections Canada about registering as a third party? [DO NOT READ LIST]
1. Yes
  2. No
  3. Don't know

[ASK IF Q35 = 01]

36. Would you say that those social media ads and posts were... [READ LIST]
1. Very helpful
  2. Somewhat helpful
  3. Not very helpful
  4. Not helpful at all
  5. [DO NOT READ] Don't know

## ANYTHING ELSE?

37. Is there any other kind of product or service that would have made the process easier for you?  
If so, what kind? [OPEN-ENDED]

## OTHER SOURCES

38. Did you consult any other sources aside from Elections Canada to understand the provisions of the *Canada Elections Act* as they relate to third parties and how they applied in your situation?  
[DO NOT READ LIST]
1. Yes
  2. No
  3. Don't know

[ASK IF Q38 = 01]

39. What sources did you consult? [OPEN-ENDED]

## REPORTING REGULATED ACTIVITIES

---

### EASE OF DETERMINING REGULATED ACTIVITIES

*Please rate your level of agreement or disagreement with the following statements:*

**40. It was clear which of my third party's activities were regulated under the *Canada Elections Act*.**

**[READ LIST]**

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. [DO NOT READ] Don't know

**41. Reporting my third party's regulated spending under the right category (e.g. Partisan activity, election survey, election advertising) was easy. [READ LIST]**

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. [DO NOT READ] Don't know

**42. The reporting time periods were clear. [READ LIST]**

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. [DO NOT READ] Don't know

## VIEWS ON THIRD PARTY OBLIGATIONS

---

### ATTITUDE TOWARD THE NEW THIRD PARTY REGIME

**In 2018, a number of changes were introduced to the provisions of the *Canada Elections Act* as they relate to third parties, including new spending limits during the pre-election period.**

*Please rate your level of agreement or disagreement with the following statements:*



43. **The recent changes to the *Canada Elections Act* regarding third parties' regulated activities have improved election spending transparency. [READ LIST]**
1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
  5. [DO NOT READ] Don't know
44. **The recent changes to the *Canada Elections Act* regarding third parties' regulated activities have helped to create a more level playing field amongst organizations with different access to financial resources. [READ LIST]**
1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
  5. [DO NOT READ] Don't know

## ELECTION ISSUES

---

The next section will ask about the advocacy activities your third party undertook during the election period; that is, from the day on which the writs were issued (September 11, 2019) up to polling day.

45. Deleted question
46. **Which of the following advocacy activities did your third party undertake during the election period? Please select all that apply. [READ LIST]**
1. Posting about election issues on social media
  2. Providing information about election issues on a website
  3. Sending emails or text messages about election issues
  4. Advertising about election issues
  5. Canvassing door-to-door about election issues
  6. Giving media interviews about election issues
  7. Other [please specify]
  8. [DO NOT READ] Don't know

### [ASK IF Q46 ≠ 04]

47. **Did your third party consider advertising about election issues? [DO NOT READ LIST]**
1. Yes
  2. No
  3. Don't know

[ASK IF Q47 = 01]

48. What made your third party decide not to advertise about election issues? [OPEN-ENDED]

[ASK IF Q46 = 04 OR Q47 = 01]

49. How easy or difficult was it to figure out whether the issues you wanted to advertise about were election issues; that is, associated with a party or candidate, even if they are not mentioned? [READ LIST]

1. Very easy
2. Somewhat easy
3. Somewhat difficult
4. Very difficult
5. [DO NOT READ] Don't know

[ASK IF Q49 = 03 OR 04]

50. What made it difficult to figure out whether the issues you wanted to advertise about were election issues? [OPEN-ENDED]

51. Did you contact Elections Canada to seek any clarification regarding advertising about election issues? [DO NOT READ LIST]

1. Yes
2. No
3. Don't know

[ASK IF Q51 = 01]

52. How satisfied were you with the help you received from Elections Canada regarding advertising about election issues? [READ LIST]

1. Very satisfied
2. Somewhat satisfied
3. Somewhat unsatisfied
4. Very unsatisfied
5. [DO NOT READ] Don't know

[ASK IF Q52 = 03 OR 04]

53. What caused you to be unsatisfied? [OPEN-ENDED]

## OTHER COMMENTS

---

54. Is there anything else not covered here that you would like to share about your experience as a registered third party? [OPEN-ENDED]
55. [PHONE ONLY] We would like to follow up with you in a few months, once your third party's final reporting is complete, to ask a few more questions. For that survey we would contact you by email and the survey would be on-line. Would you be willing to provide your email address to receive that follow-up survey? [RECORD RESPONSE]

Thank you very much for your thoughtful feedback. It is much appreciated. [WEB ONLY: "Please watch for your invitation to complete a follow-up survey once your third party's final reporting is complete.]

If you have any reason to believe that your personal information is not being handled in accordance with the Privacy Act, you have a right to complain to the Privacy Commissioner of Canada. [PHONE ONLY ADD: "Would you like me to give you the contact information?"]

[PHONE: IF ASKED]

Toll-free: 1-800-282-1376

TTY: (819) 994-6591

Web: Go to [www.priv.gc.ca](http://www.priv.gc.ca) and click "Report a concern"

## Appendix B: Email Invitation and Reminder

**Subject line:** Elections Canada—Survey of Third Parties | Élections Canada – Sondage auprès des tiers

---

*Le français suit.*

Dear «FIRST NAME »,

I am writing to you from Forum Research, a Canadian public opinion research firm. We are conducting a survey on behalf of Elections Canada.

Elections Canada would like to hear from you about your experiences as the financial agent of a registered third party during the 2019 general election. The information gathered in this survey will help Elections Canada to better understand the needs of third parties and to improve their services. We invite you to click on the following <link> and answer this brief survey online. It should take no more than 15 minutes to complete. Your responses are completely confidential and only aggregate data will be reported.

Your personal participation link is <link, again>.

Your voice is important and we hope you will take this opportunity to share your thoughts and opinions. The deadline for completing this survey is February 7, 2020.

Sincerely,

Winsome Stec  
Survey Administrator  
Forum Research  
Email: wstec@forumresearch.com

If you have questions or would like to verify that this survey is run by Elections Canada, you can call their toll-free number at 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time).

---

Bonjour,

Je vous écris de la part de Forum Research, une entreprise canadienne de recherche sur l'opinion publique. Nous effectuons un sondage au nom d'Élections Canada.

Élections Canada aimerait connaître votre expérience en tant qu'agent financier d'un tiers enregistré à l'élection générale de 2019. Les renseignements recueillis aideront l'organisme à mieux comprendre les besoins des tiers et à améliorer leurs services. Nous vous invitons donc à répondre à un bref sondage en ligne à <lien>. Cela ne devrait pas vous prendre plus de 15 minutes. Vos réponses sont entièrement confidentielles; seules les données globales seront communiquées.

Votre lien personnel pour participer au sondage est le suivant : [<lien>](#).

Votre opinion est importante et nous espérons que vous profiterez de cette occasion pour nous en faire part. Vous avez jusqu'au 7 février pour répondre au sondage.

Cordialement,

Winsome Stec  
Administrateur du sondage  
Forum Research  
Courriel : [wstec@forumresearch.com](mailto:wstec@forumresearch.com)

Si vous avez des questions ou voulez vous assurer que ce sondage est effectué par Élections Canada, vous pouvez téléphoner à l'organisme, au numéro sans frais 1-800-463-6868. Les heures d'ouverture sont de 9 h à 17 h (heure de l'Est), du lundi au vendredi.

**Subject line:** REMINDER: Elections Canada – Survey of Third Parties | RAPPEL : Élections Canada – Sondage auprès des tiers

---

Le français suit.

Dear «FIRST NAME »,

This is a quick reminder from Forum Research about your invitation to participate in Elections Canada's survey of financial agents of registered third parties. If you have already submitted your responses, thank you for your valuable input. If not, we kindly ask you to please complete the survey and submit your responses **before February 7<sup>th</sup>**. You can access the survey at:

<LINK>

Your responses are confidential and only aggregate data will be reported. Your participation is greatly appreciated and will help Elections Canada to improve their services.

If you have any questions, please contact:

Winsome Stec  
Survey Administrator  
Forum Research  
Email: [wstec@forumresearch.com](mailto:wstec@forumresearch.com)

For any other questions, or if you would like to verify that this survey is run by Elections Canada, you can call their toll-free number at 1-800-463-6868. Their hours of operation are Monday to Friday from 9:00 a.m. to 5:00 p.m. (Eastern time).

---

Bonjour,

Je vous écris de la part de Forum Research pour vous rappeler que vous êtes invité à participer au sondage d'Élections Canada auprès des agents financiers des tiers enregistrés. Si vous avez déjà répondu au sondage, nous vous remercions de votre participation précieuse. Sinon, nous vous demandons de bien vouloir y répondre et nous faire parvenir vos réponses **avant le 7 février**. Vous pouvez accéder au sondage à l'adresse suivante :

<LIEN>

Vos réponses sont confidentielles; seules les données globales seront communiquées. Nous vous sommes très reconnaissants de participer à ce sondage, qui aidera Élections Canada à améliorer ses services.

Pour toute question, veuillez communiquer avec :

Winsome Stec  
Administrateur du sondage  
Forum Research  
Courriel : [wstec@forumresearch.com](mailto:wstec@forumresearch.com)

Si vous avez des questions ou voulez vous assurer que ce sondage est effectué par Élections Canada, vous pouvez également téléphoner à l'organisme, au numéro sans frais 1-800-463-6868. Les heures d'ouverture sont de 9 h à 17 h (heure de l'Est), du lundi au vendredi.