

**2009 Elections BC
Pre-Election Voter Awareness Survey
Public Use Data File
Methodology & Data Documentation**

August 2009



BCStats

Revised August 27, 2009

This report and the associated data files were prepared by BC Stats on behalf of Elections BC.

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1.0 METHODS

1.1. Background

Elections BC is an independent, non-partisan Office of the Legislature responsible for conducting provincial general elections, by-elections and referendums. Elections BC is also responsible for administering the initiative and recall processes as detailed in provincial legislation. Elections BC's vision is to be "leaders in electoral administration."¹ It is their mission to "serve democracy in British Columbia through the fair and impartial administration of the provincial electoral process."²

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

1. Ensure ongoing support and enhancement of the electoral process
2. Ensure effective and efficient administration of electoral events
3. Provide an inclusive and accessible electoral process
4. Be a learning organization that develops and shares best practices³

To measure its performance on Goal 3, Elections BC partnered with BC Stats to conduct two surveys. The first survey, the *2009 Pre-Election Voter Awareness Survey*, sought to measure eligible voters' awareness of the electoral process in the period before the General Election on May 12, 2009. The second survey, the *2009 Post-Election Voter/Non-Voter Satisfaction Survey*, was conducted after the General Election and had two key goals: (1) to measure voters' satisfaction with the electoral process; and (2) to learn about non-voters (eligible voters who chose not to vote) and identify barriers that may have hindered their participation in the electoral process. The methodology and data documentation for the satisfaction survey are presented in a separate document.⁴

Prior to the 2005 General Election, BC Stats also administered a pre-election survey on behalf of Elections BC. The 2005 survey assessed eligible voters' voting interests and practices, awareness of and knowledge about the electoral process, voting intentions, and exposure to Elections BC advertising.⁵

¹ Elections BC Service Plan 2009/10-2011/12, page 2.

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

³ Elections BC Service Plan 2009/10-2011/12, page 7.

⁴ BC Stats (2009). *Elections BC Post-Election Voter/Non-Voter Satisfaction Survey Public Use Data File Methodology and Data Documentation*, August 2009. Available online: <http://www.bcstats.gov.bc.ca/data/ssa/ssa.asp>

⁵ See BC Stats (2005). *Elections BC Election Awareness and Satisfaction Performance Measures Final Report*, August 2005. Available online:

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

1.2. Survey Design

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

1.3. Questionnaire

The survey questions addressed the following areas (see Appendix A for the complete questionnaire and Appendix B for the data dictionary):

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

The majority of the questions asked in the 2009 survey were adopted from the 2005 iteration of the survey.

1.4. Sample and Survey Administration

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

The sample was compiled using a random digit dialing process. In order to ensure that the sample represented the geographic distribution of the population, quotas for the eight major regions of B.C.⁶ were established at the onset of the survey.⁷

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

Using standard scientific statistical methods, the resulting random sample was weighted so that it is representative of all British Columbians, aged 18 or over. This weighted sample can be used to estimate the percentages and numbers of British Columbians who

⁶ Cariboo, Kootenay, Mainland/Southwest, Nechako, North Coast, Northeast, Thompson/Okanagan, and Vancouver Island/Coast.

⁷ In addition, quotas were set for each of the census districts and for gender.

belong to any of the various categories covered by the survey, such as those who have certain opinions about voting.

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

1.5. Survey Response

Of the 17,867 potential respondents in the initial sample, 14,418 were deemed out-of-scope (i.e., the phone number was illegitimate or the person was unreachable).⁸ In total, 765 eligible voters completed the survey, providing an overall response rate of 22% (see Table 1).⁹

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

Table 1: Response Rate and Margin of Error

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

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

⁸ Records were deemed out-of-scope for the following reasons – the number given was: on the internal NRG Research Do-Not-Call list, a business number, a fax/modem number, a wrong number, not in service; when the number was called: there was no answer, the person was not available during survey period, there was a language barrier, or the scheduled call back could not be completed.

⁹ The response rate is the number of respondents divided by the number of individuals considered in-scope. In contrast, the completion rate is the number of completed surveys divided by the number of calls made: $765 \div 17867 = 4\%$.

1.6. Interpreting the Data

1.6.1. Weighting

As mentioned above, the sample was weighted so that it is representative of all British Columbians, aged 18 or over. This weighted sample can be used to estimate the percentages and numbers of British Columbians who belong to the various categories covered by the survey, such as those who have certain opinions about voting. *The weights applied to each record are found in the dataset under the variable name WEIGHT. The weights should be used when analyses are computed using this file.*

1.6.2. Multiple Responses

One question—Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?—is represented by 10 variables in the dataset. This was done to capture respondents' multiple responses to this question.

2.0 APPENDIX A: PRE-ELECTION VOTER AWARENESS SURVEY

INTRODUCTION

Good morning/afternoon/evening, my name is _____. I am calling on behalf of Elections BC, a non-partisan Office of the Legislature responsible for administering elections in British Columbia. Elections BC is interested in evaluating the effectiveness of its communications.

BC Stats is conducting a survey on behalf of Elections BC. Please be assured that responses to this questionnaire will be kept confidential by BC Stats. This survey will take approximately 10 minutes. Would you like to respond to this survey?

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

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

CONFIDENTIALITY

Before we continue, I would like to take a quick moment to explain how your information will be kept confidential. Under Section 9 of the *Statistics Act*, BC Stats cannot disclose information that could be used to identify an individual response to any person, organization or government agency. Section 9 of the *Act* applies despite the provisions of the *Freedom of Information and Protection of Privacy Act*.

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

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

DEMOGRAPHICS / PRE-QUALIFY¹⁰

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

Q1. Are you a Canadian citizen?

- YES GO TO Q2
- NO GO TO Q3a

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

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

- YES GO TO Q3
- NO GO TO Q3a

Q3. Are you 18 years of age or older?

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

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

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

¹⁰ Questions in this section were used to determine that the respondent was an eligible voter.

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

Q4. In what year were you born?

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

Q5. [DO NOT READ] Gender

INTERVIEWER: record gender from voice.

- Female
- Male

Q6. [AUTOMATIC IMPORT FROM SAMPLE] Region of residence

VOTING INTERESTS AND PRACTICES

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

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

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

- YES
- NO
- DON'T KNOW
- REFUSED

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

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

AWARENESS/PERCEPTION OF ELECTORAL PROCESS

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

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

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

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

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

Q12. Voting is easy.

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

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

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

KNOWLEDGE OF ELECTORAL PROCESS

Now we would like to explore your level of knowledge regarding provincial elections. Please answer the following statements by saying either true or false.

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

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

- True
- False
- DON'T KNOW
- REFUSED

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

- True
- False
- DON'T KNOW
- REFUSED

Q16. As long as you're registered to vote, it is not necessary to update your address information every time you move.

- True
- False
- DON'T KNOW
- REFUSED

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

- True
- False
- DON'T KNOW
- REFUSED

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

- True
- False
- DON'T KNOW
- REFUSED

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

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

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

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

- YES
- NO
- DON'T KNOW
- REFUSED

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

- YES
- NO
- DON'T KNOW
- REFUSED

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

VOTING INTENTIONS

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

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

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

EBC ADVERTISING

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

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

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

END (INT)

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

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

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

- COMPLETED SURVEY => /END
- REFUSAL => /END
- NO ANSWER/ CALL BACK => /END
- SCHEDULE A SPECIFIC CALL BACK => /CB
- OUT OF SERVICE/ BUSINESS => /END
- NO ONE IS ELIGIBLE TO VOTE/ NOT CANADIAN CITIZEN
=> /END
- LANGUAGE DIFFICULTIES => /END
- CITIZENSHIP DISQUALIFIED - NOT A CANADIAN CITIZEN
=> /END
- RESIDENCE DISQUALIFIED - (CANADIAN CITIZEN) NOT LIVED IN B.C.
FOR 6 MONTHS => /END
- AGE DISQUALIFIED - (CANADIAN CITIZEN, BC RESIDENT) NOT 18
YEARS OF AGE OR OLDER => /END

3.0 APPENDIX B: DATA DICTIONARY

2009 Pre-Election Voter Awareness Survey Variable Information

Variable	Position	Label	Measurement Level	Column Width	Missing Values
RESPNO	1	Respondent number	Scale	13	
Region	2	Region	Nominal	14	
Q1	3	Q1. Are you a Canadian citizen?	Nominal	3	
Q2	4	Q2. Have you lived in B.C. for the last 6 months?	Nominal	3	
Q3	5	Q3. Are you 18 years of age or older?	Nominal	3	
Age	6	Age	Nominal	10	9999
QSEX	7	Gender	Nominal	6	
Q7	8	Q7. Do you know when the next PROVINCIAL election is in B.C.? When will it be?	Nominal	4	99
Q8	9	Q8. Are you registered to vote in a PROVINCIAL general election in B.C.?	Nominal	4	99
Q9	10	Q9. Did you vote in the last PROVINCIAL election in 2005?	Nominal	4	99
Q10	11	Q10. Using a five point scale where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree that... I know what I need to do to vote in a PROVINCIAL election.	Scale	4	99, 98
Q11	12	Q11. Using a five point scale where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree that... I know how to update my voter registration information	Scale	4	99, 98
Q12	13	Q12. Using a five point scale where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree that... Voting is easy.	Scale	4	99, 98
Q13	14	Q13. Using a five point scale where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree that... I am interested in what is going on in politics.	Scale	4	99, 98
Q14	15	Q14. Please answer the following statements by saying either true or false. If you are registered to vote in a federal election, you do not need to register to vote in a PROVINCIAL election.	Nominal	4	99
Q15	16	Q15. Please answer the following statements by saying either true or false. You can register when you vote in a PROVINCIAL election.	Nominal	4	99
Q16	17	Q16. Please answer the following statements by saying either true or false. As long as you're registered to vote, it is not necessary to update your address information every time you move.	Nominal	4	99
Q17	18	Q17. Please answer the following statements by saying either true or false. To vote in a PROVINCIAL election you must be a Canadian citizen.	Nominal	4	99

Variable	Position	Label	Measurement Level	Column Width	Missing Values
Q18	19	Q18. Please answer the following statements by saying either true or false. In a PROVINCIAL election, you can vote at any voting place in the province.	Nominal	4	99
Q19	20	Q19. Please answer the following statements by saying either true or false. You must prove your identity and residential address to vote in a PROVINCIAL election.	Nominal	4	99
Q20	21	Q20. Please answer the following statements by saying either true or false. If you don't have identification, someone can vouch for you in a PROVINCIAL election.	Nominal	4	99
Q21	22	Q21. Please answer the following statements by saying either true or false. Advance voting is open to all voters in a PROVINCIAL election.	Nominal	4	99
Q22	23	Q22. Please answer the following statements by saying either true or false. Voters can vote by mail if they can't get to a voting place during a PROVINCIAL election.	Nominal	4	99
Q23	24	Q23. Can eligible voters register online to vote in a PROVINCIAL election?	Nominal	4	99
Q24	25	Q24. Can eligible voters register by telephone to vote in a PROVINCIAL election?	Nominal	4	99
Q25	26	Q25. Have the electoral district boundaries changed since the 2005 PROVINCIAL election?	Nominal	4	99
Q26	27	Q26. There was a referendum at the same time as the 2005 PROVINCIAL election. Will there be a referendum with the 2009 PROVINCIAL election?	Nominal	4	99
Q27	28	Q27. Do you intend to vote in the next PROVINCIAL election? QUESTION IS ABOUT THE RESPONDENT'S DECISION TO VOTE AND NOT ABOUT WHO TO VOTE FOR.	Nominal	4	99
Q28M1	29	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99
Q28M2	30	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99
Q28M3	31	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99
Q28M4	32	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99
Q28M5	33	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99

Variable	Position	Label	Measurement Level	Column Width	Missing Values
Q28M6	34	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99
Q28M7	35	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99
Q28M8	36	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99
Q28M9	37	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99
Q28M10	38	Q28. In the lead up to this election, have you seen, heard, or read any Elections BC information or advertising from the following sources?	Nominal	5	99
Modes_#	39	# of modes of contact--EBC Advertising	Scale	10	99
WEIGHT	40	Weighting variable	Scale	6	

2009 Pre-Election Voter Awareness Survey Variable Values

Value		Label
Region	1	CARIBOO
	2	KOOTENAY
	3	MAINLAND/SW
	4	NECHAKO
	5	NORTH COAST
	6	NORTHEAST
	7	THOMPSON/OKANAGAN
	8	VANCOUVER ISLAND/COAST
Q1	1	YES
	2	NO
Q2	1	YES
	2	NO
Q3	1	YES
	2	NO
Age	1	18-34 years old
	2	35-54 years old
	3	55+ years old
	9999 ^a	refused

Value		Label	
QSEX	1	MALE	
	2	FEMALE	
Q7	1	YES, MAY - SOMETIME	
	2	YES, MAY 12	
	96	YES, OTHER RESPONSE (INCORRECT RESPONSE)	
	98	NO/DON'T KNOW	
	99 ^a	REFUSED	
Q8	1	YES	
	2	NO	
	98	DON'T KNOW	
	99 ^a	REFUSED	
Q9	1	YES	
	2	NO	
	96	CAN'T REMEMBER	
	98	DON'T KNOW	
	99 ^a	REFUSED	
Q10	1	1 - STRONGLY DISAGREE	
	2	2	
	3	3	
	4	4	
	5	5 - STRONGLY AGREE	
	98 ^a	DON'T KNOW	
	99 ^a	REFUSED	
	Q11	1	1 - STRONGLY DISAGREE
		2	2
3		3	
4		4	
5		5 - STRONGLY AGREE	
98 ^a		DON'T KNOW	
99 ^a		REFUSED	
Q12		1	1 - STRONGLY DISAGREE
	2	2	
	3	3	
	4	4	
	5	5 - STRONGLY AGREE	
	98 ^a	DON'T KNOW	
	99 ^a	REFUSED	

Value		Label
Q13	1	1 - STRONGLY DISAGREE
	2	2
	3	3
	4	4
	5	5 - STRONGLY AGREE
	98 ^a	DON'T KNOW
	99 ^a	REFUSED
Q14	1	TRUE
	2	FALSE
	98	DON'T KNOW
	99 ^a	REFUSED
Q15	1	TRUE
	2	FALSE
	98	DON'T KNOW
	99 ^a	REFUSED
Q16	1	TRUE
	2	FALSE
	98	DON'T KNOW
	99 ^a	REFUSED
Q17	1	TRUE
	2	FALSE
	98	DON'T KNOW
	99 ^a	REFUSED
Q18	1	TRUE
	2	FALSE
	98	DON'T KNOW
	99 ^a	REFUSED
Q19	1	TRUE
	2	FALSE
	98	DON'T KNOW
	99 ^a	REFUSED
Q20	1	TRUE
	2	FALSE
	98	DON'T KNOW
	99 ^a	REFUSED
Q21	1	TRUE
	2	FALSE
	98	DON'T KNOW
	99 ^a	REFUSED

Value		Label
Q22	1	TRUE
	2	FALSE
	98	DON'T KNOW
	99 ^a	REFUSED
Q23	1	YES
	2	NO
	98	DON'T KNOW
	99 ^a	REFUSED
Q24	1	YES
	2	NO
	98	DON'T KNOW
	99 ^a	REFUSED
Q25	1	YES
	2	NO
	98	DON'T KNOW
	99 ^a	REFUSED
Q26	1	YES
	2	NO
	98	DON'T KNOW
	99 ^a	REFUSED
Q27	1	YES
	2	NO
	98	HAVEN'T DECIDED WHETHER OR NOT TO VOTE YET [INCLUDES DON'T K
	99 ^a	REFUSED

Value		Label
Q28M1	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	
Q28M2	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	

Value		Label
Q28M3	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	
Q28M4	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	

Value		Label
Q28M5	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	
Q28M6	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	

Value		Label
Q28M7	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	
Q28M8	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	

Value		Label
Q28M9	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	
Q28M10	1	Radio
	2	TV
	3	Enumeration notice [LETTER SENT TO ALL ADDRESSES IN FEBRUARY, BRIGHT YELLOW]
	4	Information flyer [SENT TO ALL HOUSEHOLDS IN APRIL WITH INFO ABOUT ELECTION & REFERENDUM, RED & WHITE]
	5	Facebook
	6	Movie ads
	7	Newspaper
	8	Elections BC website
	9	Other Internet source
	12	Signs
	13	Candidates
	14	Word of mouth
	15	Party sources (convention/rally/campaign office)
	95	Other: (Please specify)
	96	HAVEN'T HEARD OR READ ABOUT ELECTIONS BC INFORMATION
98	DON'T KNOW/NO OPINION	
99 ^a	REFUSED	
Modes_#	99 ^a	Refused

^a Missing value

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