



Prairie Research Associates

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Post-Election Survey: 2023

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Prepared for: Elections Manitoba

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Executive summary

Elections Manitoba engaged PRA Inc. to conduct a survey with the public following the October 2023 provincial election. PRA designed the questionnaire in consultation with representatives from Elections Manitoba, building on similar surveys conducted in the past (that is, following provincial elections in 1999, 2003, 2007, 2011, 2016, and 2019). While earlier surveys used random-digit dialling to select participants, since 2016, the survey has been conducted using PRA's Manitoba Panel. The survey was conducted from November 20 to 27 with 800 adult Manitobans who were eligible to vote in the 2023 provincial election.

Understanding election options

Manitobans are fairly knowledgeable about the options available to them when it comes to voter registration and casting their vote.

- About 9 in 10 remembered receiving a voter information card, and among those who did, almost all said the information on the card was correct, and it provided all the information they needed.
- Some 9 in 10 Manitobans say that their name was on the 2023 voters list, and that they needed to do nothing to get on the list.
- Fewer, but still 3 in 4 said that if someone's name is not on the voters list, the person is still eligible to vote. A similar percentage said that if someone is unable to vote on Election Day, they could still have made arrangements to vote. Among those who said such arrangements could be made, about 7 in 10 mentioned advance voting as an option.
- About 8 in 10 Manitobans strongly agree — suggesting they have no doubt — that advance voting places were open at various location across the province the week before Election Day, and that voters require identification whether voting in advance or on Election Day. About 7 in 10 strongly agreed that any eligible voter could vote at any advance voting place.
- Manitobans were less sure about voting on Election Day and whether voters could vote at any official voting place in their Electoral Division. About half strongly agreed, reflecting the fact that this was a new option in 2023.

Voting experience

Manitobans reported that their voting experience was very positive. They report the voting location was convenient and the staff were polite and knowledgeable. This election saw the use of technology in all voting locations. While respondents were split on whether the technology sped things up or slowed things down, most said the technology used at the voting place was trustworthy. Overall, the vast majority of voters reported that they were satisfied with the time it took to vote and felt they were treated fairly.

- Among our sample, Manitobans were split, with half voting on Election Day and half voting in advance polls. This is the highest recorded number of advance voters; in the last two post-election surveys, about 3 in 10 voted in advance polls.
- Nine in 10 voted at the place on their voter information cards. Among those who voted in advance, 8 in 10 planned to use the advance voting location rather than happening upon it.

- Among all voters, almost all said the location for voting was at least somewhat convenient, with over 8 in 10 saying it was very convenient.
- Most Manitobans reported they were *not* aware that voting changed to include technology, such as computers to process voters and vote-counting machines (4 in 10 were aware). Manitobans' experiences with the technology during voting was mixed; 3 in 10 said the technology sped things up, 1 in 6 thought it slowed things down, and almost half thought it made no difference.
- About 3 in 4 thought the technology was trustworthy or very trustworthy, while about 1 in 10 did not trust it.
- As found in previous surveys, almost all reported that the voting location staff were polite and courteous, and 9 in 10 reported they were knowledgeable. Almost all Manitobans reported receiving fair treatment during the voting process, including over 8 in 10 who say their treatment was very fair. Almost all said they received most or all the information they needed.
- About 9 in 10 say they were satisfied with the time it took to vote, including about 7 in 10 who were very satisfied. Similarly, 9 in 10 voters were satisfied with their voting experience, including 2 in 3 who were very satisfied.
- The vast majority of Manitobans (94%) said that Elections Manitoba ran a fair election, including 8 in 10 who said it was very fair.

Elections Manitoba advertising

Throughout the election period, Elections Manitoba promoted voting in advance and on Election Day, and provided information on voter registration, voting options, and the like. Elections Manitoba used various media to get these messages out, including TV, radio, print, outdoor, and online advertising.

We presented respondents with examples of these online, outdoor, print, radio, and TV ads run during the 2023 election. About 3 in 4 recall seeing or hearing such ads, with about half remembering both the TV and radio ads.

The ads appear to have been effective in communicating these key messages: voting is about making an important decision, and we all should make voting a priority. In each case, over 9 in 10 somewhat or strongly agreed that the ads delivered these messages.

Most importantly, the ads seem to have motivated actions from those who saw them. Half say they took action as a result of the ads, including voting, checking registration, and visiting the Elections Manitoba website.

1.0 Introduction

Elections Manitoba engaged PRA Inc. to conduct a survey with the public after the October 2023 provincial election. This report presents the findings of this survey and compares these findings with the results of previous post-election surveys.

1.1 Methodology

PRA designed the questionnaire in consultation with representatives from Elections Manitoba, building on past surveys. The questionnaire was pretested before being finalized. A copy of the questionnaire can be found in Appendix A.

The respondents were from PRA's Panel, an online survey platform comprised of a random sample of Manitobans.

The survey was conducted online with 800 adult Manitobans who were eligible to vote in the October 2023 provincial election. The survey ran from November 20 to 27, 2023.

Table 1: Summary of methodology	
2023 Post-Election Survey of the Manitoba population	
Survey dates	November 20–27, 2023
Sample size	800
Interviewing method	Online Panel

Throughout, we report on significant differences between subgroups based on a chi-squared test (which is used to determine whether there is a difference between the expected frequencies and the observed frequencies in one or more categories). Large sample sizes may inflate measures of statistical significance and may lead to false conclusions about the strength of association. The chi-square measure of association, in particular, is susceptible to this possibility. Therefore, we use a more rigorous standard for designating whether a relationship can be termed statistically significant: the Pearson's chi-square must have probability of a type 1 error of .001 or less. Throughout this document, any differences reported meet this criterion, unless otherwise stated.

1.2 Demographics

The survey data were weighted to correct for differences in population demographics. When the sample diverged from Canadian census data, we corrected for slight discrepancies in gender, age, and income. As a result, the tables presented in this report are weighted unless otherwise stated. Since this technique assigns a percentage weight to a respondent, the number of weighted respondents may be slightly different from the total number interviewed.

Of those respondents surveyed in 2023:

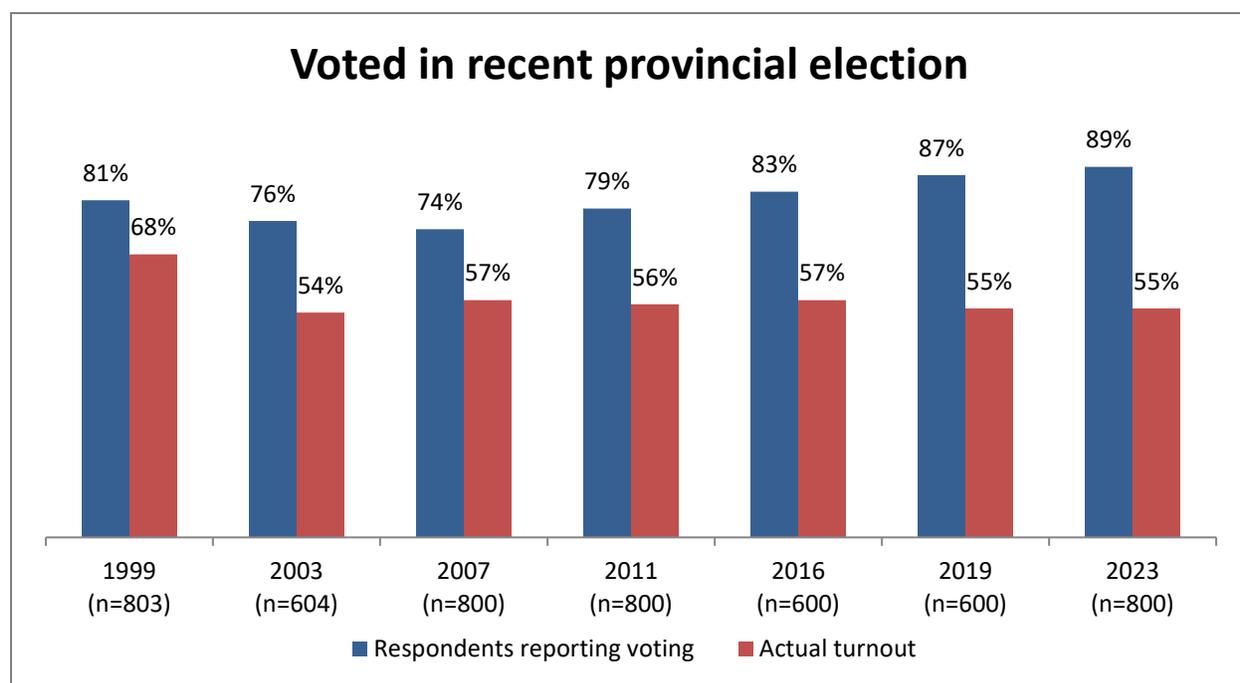
- the average respondent (after weighting) is 50 years old and has lived in Manitoba almost as long (44 years), and
- the typical household contains just over two (2.2) eligible voters.

As in the past, we have not weighted data to compensate for the fact that we underrepresent non-voters. A more complete profile of respondents is shown in Appendix B.

1.3 Who voted

When asked if they voted in the recent provincial election, 89% of respondents said that they did vote, which is a much higher percentage than the actual turnout on Election Day.¹ Partly, this reflects the desire of some respondents to conform to socially acceptable norms. However, it also reflects the fact that those who did not vote are uninterested in taking part in a survey on the election, and those who are most likely not to vote (e.g., young, transient, isolated) are less likely to be represented on the Panel.

Voter turnout for the provincial election in 2023 was 55%, which is the same as the turnout in 2019. The turnout for the last six provincial elections has been well below that for the 1999 provincial election (68%).



In our sample, voters tend to be older, are less likely to have children under 18 years of age in their households, and have slightly higher levels of education than non-voters. Conversely, non-voters tend to be younger, are more likely to have children under 18 years of age in their households, and have lower levels of education compared with voters. Several of these differences could simply be a by-product of age.

¹ The question read: Q2. *Voting and not voting were both very common in the recent election, and people have many different reasons for making that choice. Did you choose to vote in 2023 provincial election?*

2.0 Experience prior to the election

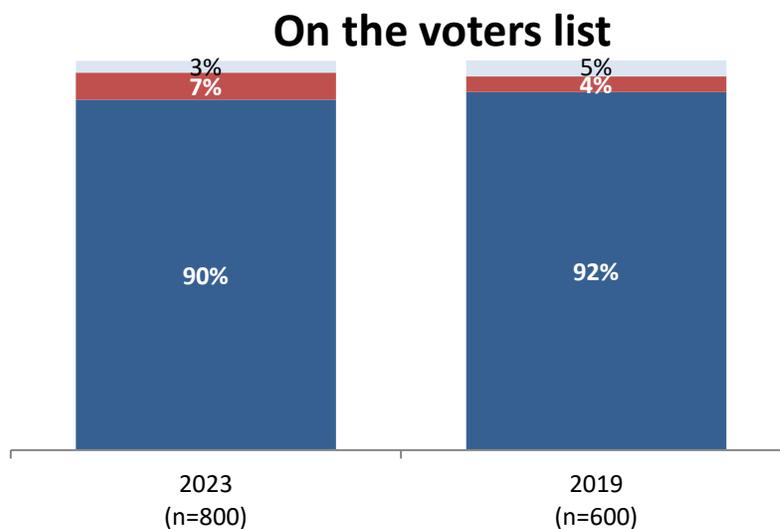
In this section, we report on respondents' understanding of the voting process and their experiences with enumeration and the act of voting.

2.1 Most reported they were on the voters list

As shown in Figure 2:

- nine in 10 respondents reported that their name was on the voters list for the 2023 provincial election;² and
- the remaining one in 10 said they were not on the list or did not know.

Voters (92%) are more likely than non-voters (72%) to say that they were on the voters list. Non-voters are more likely to say they were not (12%) or to not know (16%).

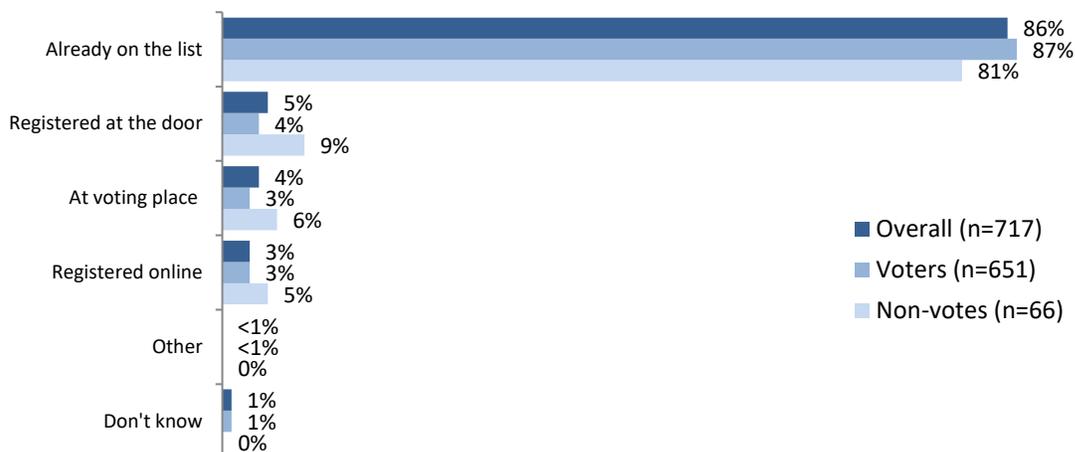


² The question read: Q3. For each election, a voters list is produced. As far as you know, was your name on the voters list for the recent election?

2.2 Most say they were already on the list

Among those who say their name was on the voters list, when asked how their name got on the voters list,³ most say it was already on the list; that they did not have to do anything (86%). A few others mentioned being registered at the door (5%), doing so at the voting place (4%), or registering online (3%).

How name gets on the voters list



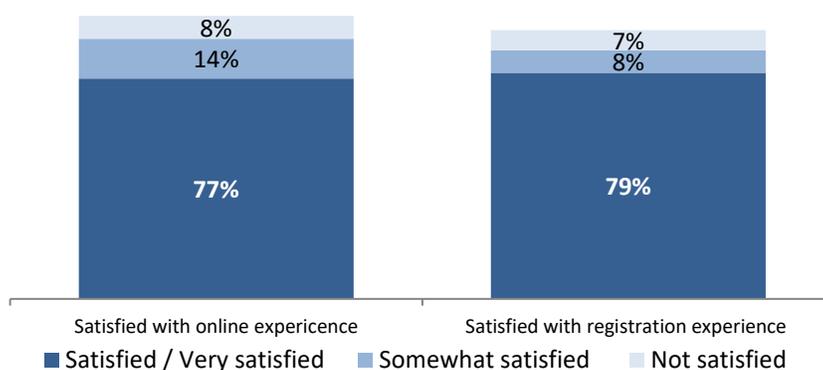
2.3 Satisfied with their online experience

About 13% of respondents report having gone to Elections Manitoba's website to register to vote, check to see if their name was on the voters list, or to update information.⁴

Those who visited the website were asked about their experience.

- Over 3 in 4 respondents who visited the Elections Manitoba's website were satisfied (35%) or very satisfied (42%) with their online experience. Few were not satisfied (8%).⁵
- Almost 8 in 10 respondents who visited the website were satisfied (33%) or very satisfied (46%) with the registration experience. Few were not satisfied (7%).⁶

Satisfaction with online experience (n=107)



³ The questions was: Q4. How did your name get on the voters list?

⁴ The question was: Q5. Did you go to Elections Manitoba's website to register, check to see if your name was on the list, or to update information?

⁵ The question was: Q6. Generally, how satisfied were with your online experience?

⁶ The question was: Q7. Overall, how satisfied were you with the registration experience?

2.4 Still eligible to vote if not on list

Almost 3 in 4 respondents (74%) reported that, if someone's name did not appear on the voters list, the person is still eligible to vote.

The percentage is up from the previous survey, and is similar to the finding in 2016.⁷

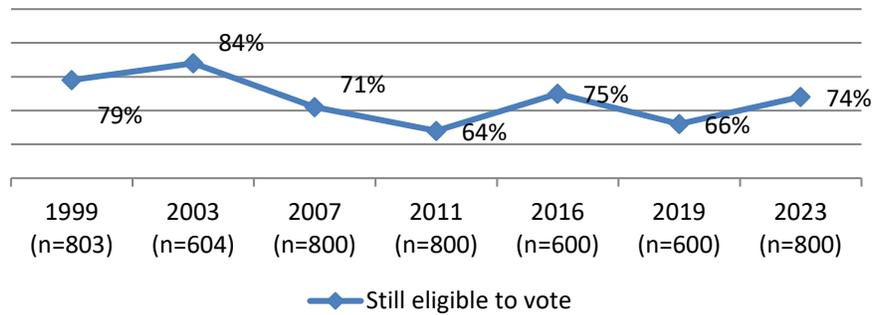
Votes/non-voters

In 2023, voters (77%) were more likely than non-voters (52%) to say that if someone's name did not appear on the voters list, they are still eligible to vote.

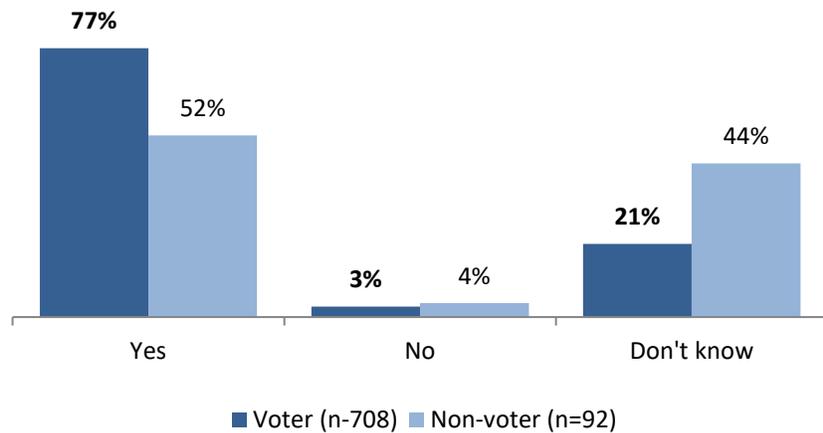
Few respondents said that eligible voters cannot vote if they are not on the voters list; rather, they simply did not know. Non-voters (44%) were twice as likely as voters (21%) to say they do not know.

The youngest age group is more likely than others to say that they do not know if an eligible voter not on the voters list is still able to vote. Among those 18 to 29 years of age, 39% said they did not know compared with about 1 in 5 of those 30 and older.

Still eligible to vote if not on the voters list



Still eligible to vote if not on list by voter/non-voter

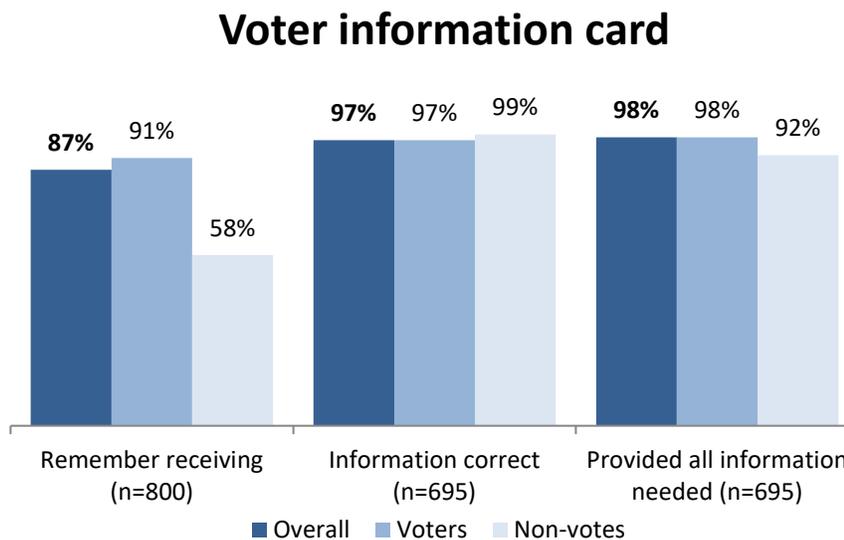


⁷ The question read: Q12. As far as you know, if someone's name did not appear on the voters list, were they still able to vote?

2.5 Voter information card was accurate and informative

We asked Manitobans if they remembered receiving a voter information card that included their name, address, and their voting place.

- Overall, 9 in 10 respondents (87%) remember receiving the voter information card. Voters (91%) were much more likely than non-voters (58%) to remember receiving the card.⁸
- Non-Winnepeggers (80%) were also less likely than Winnipeggers (92%) to remember receiving the card.



- Younger respondents were also less likely to remember receiving the card (e.g., only 75% of those 18 to 29 years of age remember receiving the card).

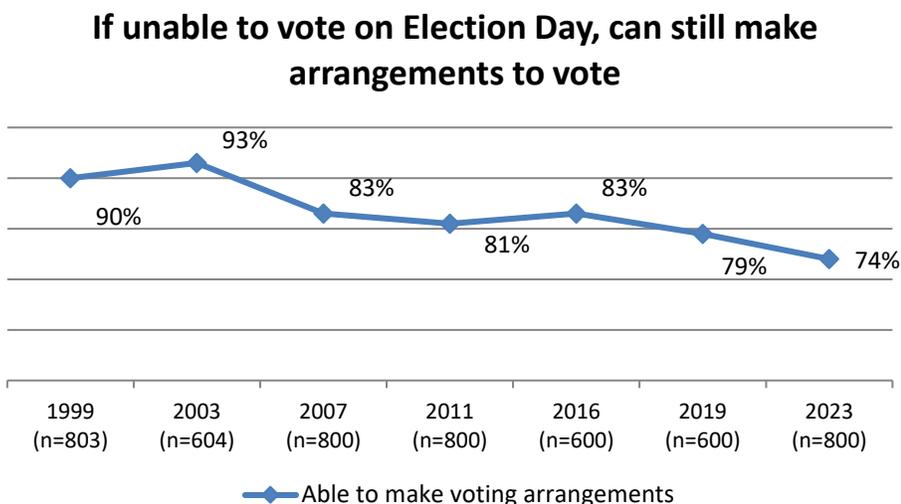
Those who received the card were asked:

- *Was the name and address information correct on the card?* Almost all respondents (97%) said the information was correct.
- *Did the card provide you with all the information you needed?* Almost all respondents (98%) said yes.

⁸ The question was: Q8. Do you remember receiving a voter information card in the mail which included your name, address, and the location of voting places?

2.6 Alternatives available if unable to vote on Election Day

We asked all respondents whether someone who was unable to vote on Election Day could still have made arrangements to vote. In 2023, about 3 in 4 said that they could have made arrangements, which is similar to, but down from the results from the last two surveys. Indeed, since 2003, the percentage who say that someone can still vote has fallen almost steadily.



As shown in the figure below, when asked what options were available to someone who was unable to vote on Election Day at a regular voting location, the most common options provided by respondents are:

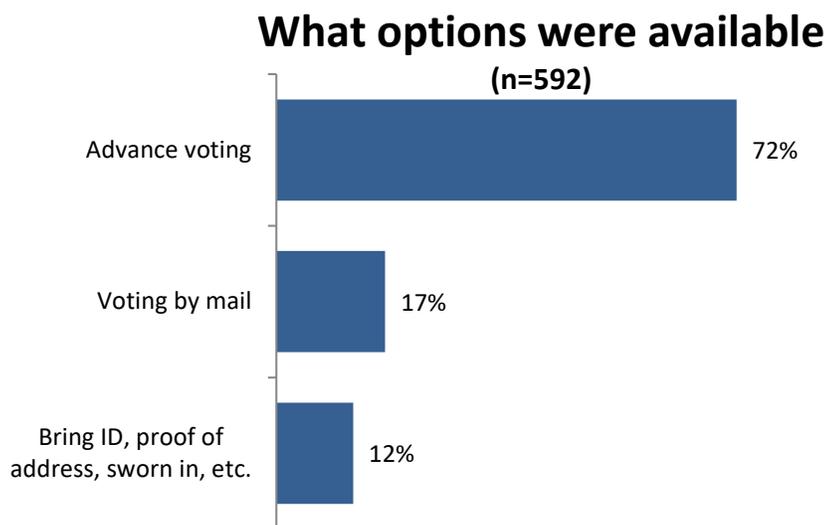
- **Advance voting.**

Almost 3 in 4 respondents reported that the person could have used advance voting places. This includes 27% who referred to advance voting as “early voting” or “voting ahead of time.”

- **Voting by mail.**

Almost 1 in 5 (17%) reported that a person could vote by mail if unable to vote on the day of the election.

- **Bring ID.** Several respondents said that someone could bring ID, proof of address, be sworn in, or bring a guarantor to the poll. These are options intended more for someone whose name is not on the voters list rather than for someone unable to vote on Election Day.



The options mentioned in 2023 were very similar to those mentioned in past surveys, although voting by mail was mentioned more often in 2023. Others mentioned a mix of options, such as voting at another location, voting at home, absentee voting, and contacting Elections Manitoba or a returning officer.

Table 2: Voting options if unable to vote on Election Day, over time							
<i>Q13. As far as you know, if someone was unable to vote on Election Day, could they have made arrangements to vote?</i>							
<i>Q14. If someone was unable to vote on Election Day at a regular voting location, what options were available?</i>							
	2023 (n=800)	2019 (n=600)	2016 (n=600)	2011 (n=800)	2007 (n=800)	2003 (n=604)	1999 (n=803)
Make arrangement to vote							
Yes	74%	79%	83%	81%	83%	93%	90%
Other available options							
Advance voting/early voting before the election	72%	73%	77%	71%	68%	73%	67%
Vote by mail	17%	7%	9%	4%	7%	7%	2%
Bring ID/guarantor/sworn in	12%	10%	7%	1%	5%	-	-
Vote at another location	4%	1%	6%	3%	-	-	-
Vote at home	2%	4%	5%	5%	4%	4%	3%
Absentee voting	2%	4%	1%	3%	5%	3%	1%
Contact Elections Manitoba/returning officer	2%	1%	3%	1%		-	<1%
Someone will pick you up to vote	2%	1%	1%	2%	4%	2%	1%
Vote online (internet)	1%	2%	2%	1%	1%	2%	-
Voting in seniors' complexes/hospitals	1%	1%	2%	1%	1%	2%	-
Unavailable options (e.g., proxy vote)	1%	1%	-	-	-	-	-
Vote by phone	<1%	1%	<1%	1%	1%	2%	1%
Contact candidate	-	<1%	-	-	-	-	-
Other	3%	3%	2%	2%	3%	2%	1%
Don't know/no response	12%	15%	14%	19%	17%	16%	22%

Note: Respondents could provide more than one answer. Totals may sum to more than 100%.

Among those who said other arrangements could be made, non-voters (32%) were more likely than voters (10%) to say they do not know what those arrangements might be.

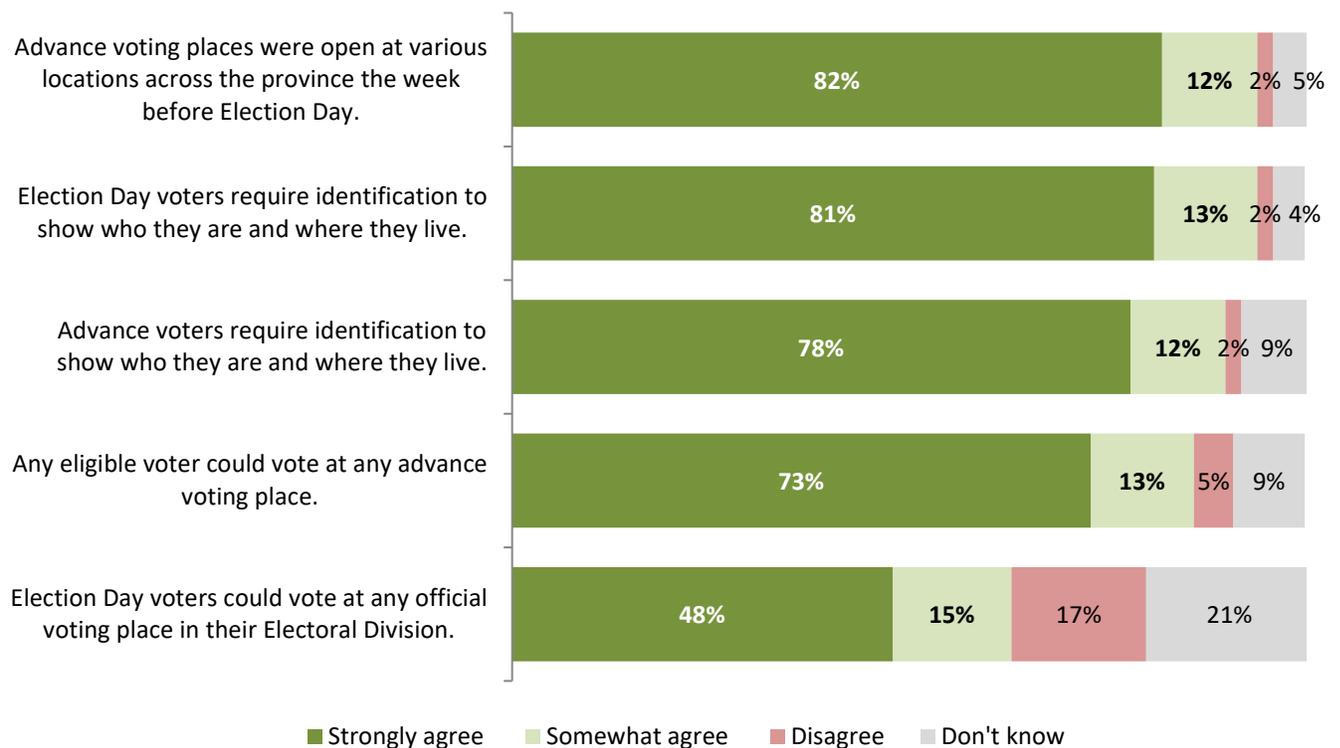
2.7 Most understand the voting process

During the 2023 provincial election, advance voting took place for eight days before Election Day. Any eligible voter could vote at any advance voting location, regardless of the Electoral Division in which they resided.

- Over 9 in 10 respondents (94%) at least somewhat agreed that advance voting places were open at various locations across the province. This includes 8 in 10 who were sure this was the case (i.e., they strongly agreed).
- Similarly, over 9 in 10 respondents (94%) at least somewhat agreed that ID must also be shown to vote on Election Day, including 8 in 10 who strongly agreed.
- Overall, 9 in 10 (90%) at least somewhat agreed that ID must be shown to vote in advance, including almost 8 in 10 who strongly agreed that this was the case.

- Almost 9 in 10 (86%) agreed that any eligible voter can vote at any advance voting place, including almost 3 in 4 who strongly agreed. Some simply did not know (9%) if this is the case.
- Manitobans were less sure that someone voting on Election Day can vote at any official voting place in their Electoral Division. While almost 2 in 3 (63%) agreed, only about half (48%) strongly agreed. The remaining respondents were split, with about 1 in 5 either saying they disagreed (17%) or they did not know if this was the case (21%).

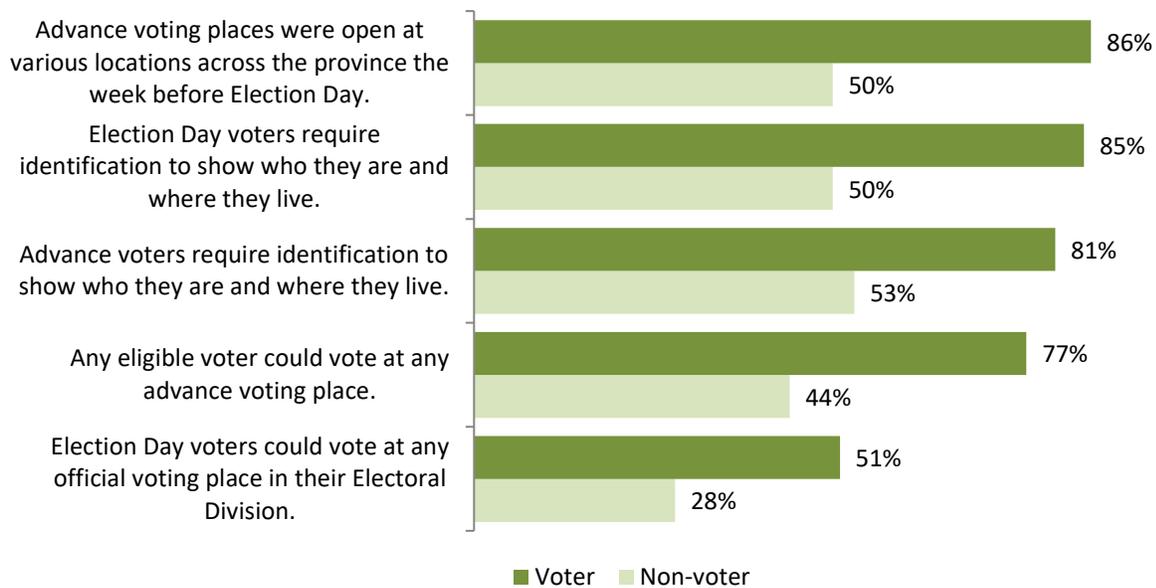
Understanding of the voting process (n=800)



Voters/non-voters

Not surprisingly, non-voters are less confident in their knowledge of the options and requirements for voting. Voters are more likely than non-voters to strongly agree with these each of these statements. While most often, non-voters will somewhat agree (demonstrating that they are not confident that the statement is correct), in the case of “Election Day voters could vote at any official voting place in their Electoral Division,” a majority of non-voters disagreed (23%) or did not know (37%).

Understanding of the voting process by % of voter/non-voter that strongly agree (n=800)



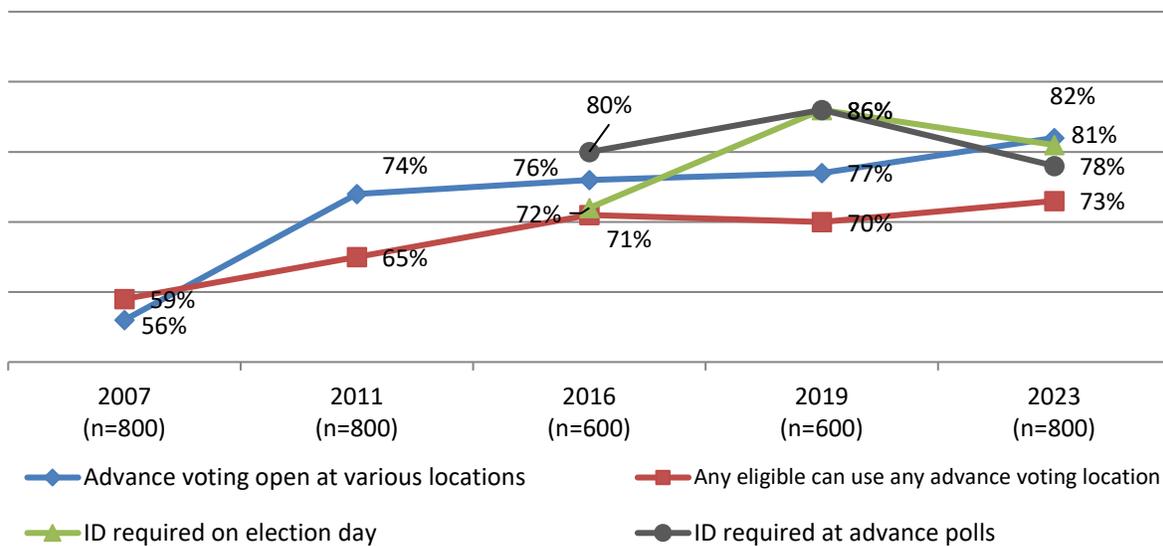
Changes over time

Since 2007, there has been an increase in the proportion of respondents who strongly agree that advance voting places are open at various locations across the province the week before Election Day.

Since 2007, there also has been a steady increase in those who strongly agree that any eligible voter can vote at any advance voting place.

The need for ID that shows who a voter is and where they live was first asked about in 2016. In 2019, more eligible voters agreed that this is required to vote at advance voting places, although this fell slightly in 2023. Meanwhile, the need for ID on Election Day increased slightly in 2023.

Changes over time: strongly agree

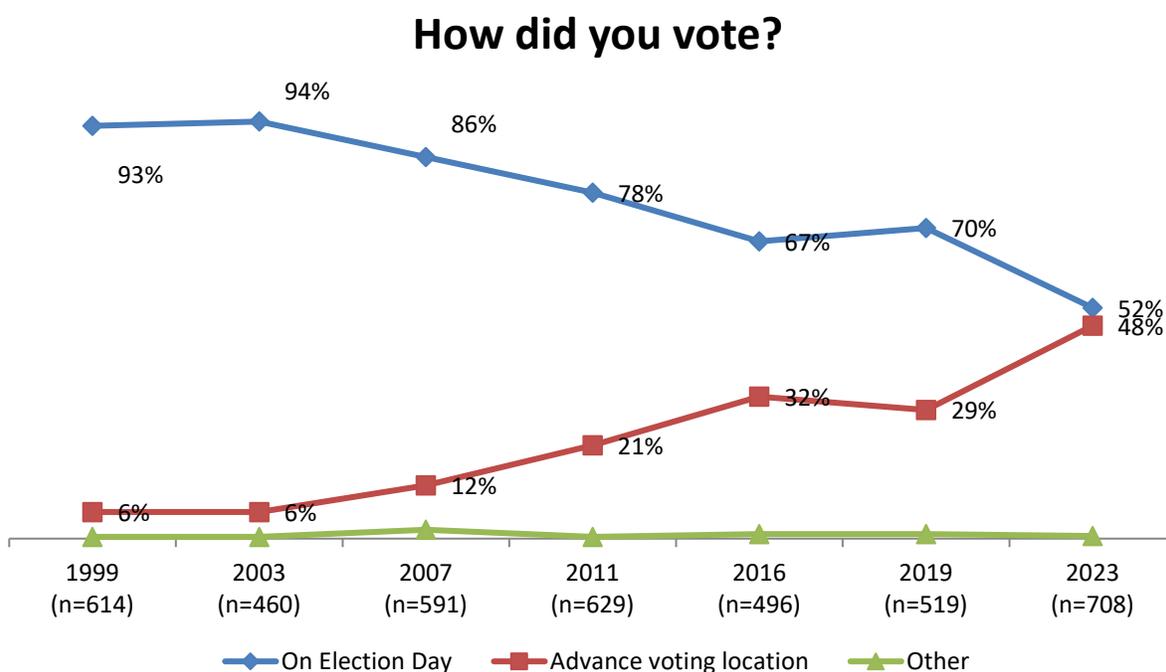


3.0 Voting experience

Of those who reported voting in the recent provincial election in 2023, half (52%) did so on Election Day. Almost as many say that they voted during the advance polls (48%).⁹

- The number of respondents who report voting at an advance voting location had been increasing since the 2003 election, but 2023 sees a significant jump in advance voting.
- Use of advance polls was less common outside Winnipeg (34%) than inside the city (57%).

A very small proportion of respondents said they used other methods to vote. These four respondents were asked how they voted:¹⁰ three said they voted by mail and one did not respond.

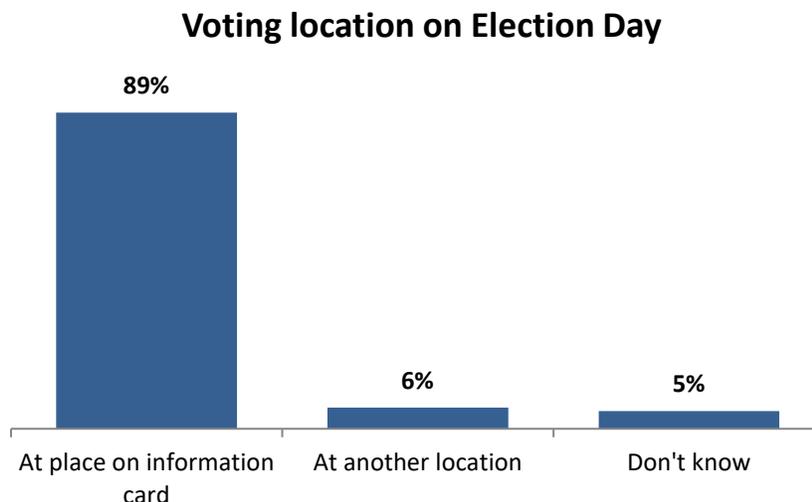


⁹ The questions read: Q37. Which of the following ways did you cast your vote in the provincial election?

¹⁰ The questions read: Q37a. Which other way did you cast your vote in the provincial election?

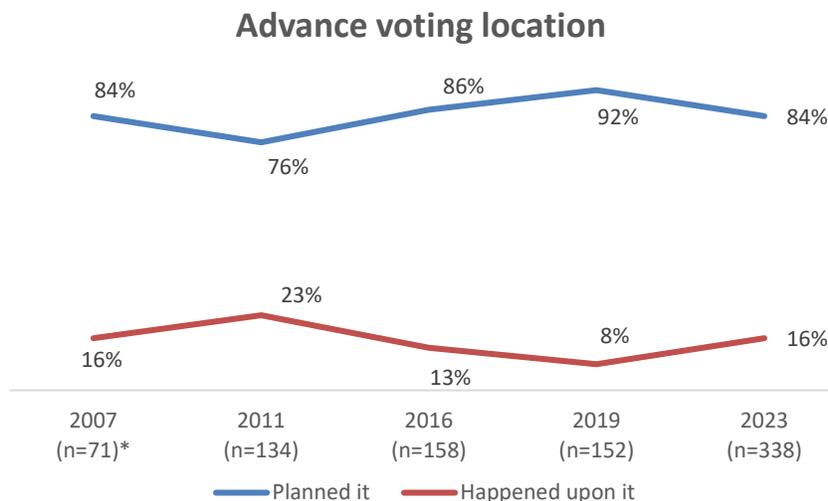
3.1 The decision on where to vote

Almost 9 in 10 (89%) who voted on Election Day did so at the place on their information card.



Over 8 in 10 advance voters said they planned to use the advance voting location, while over 1 in 6 said they simply happened upon it.¹¹ Over time, the vast majority planned to use the advance voting location, while only some simply happened upon it.

The proportion of voters reporting that they planned to use advance voting has grown steadily since 2011, but fell slightly in 2023.

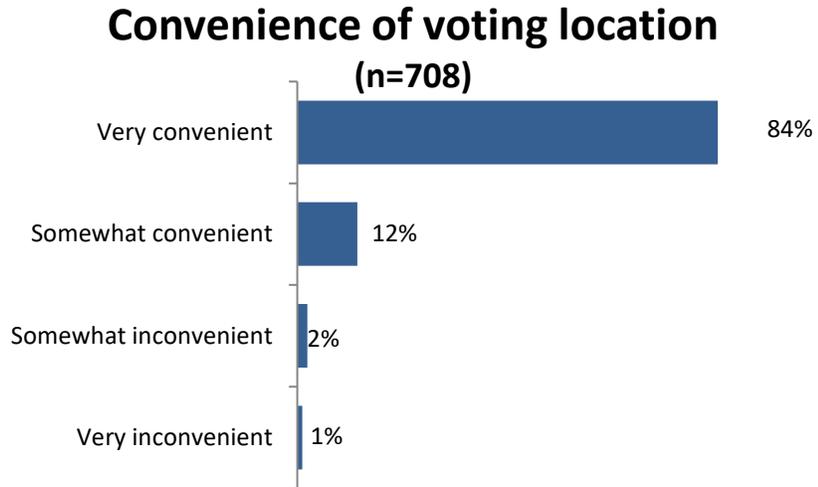


¹¹ The question was: Q39. Was the use of the advance voting location planned or did you happen upon it and then decide to vote?

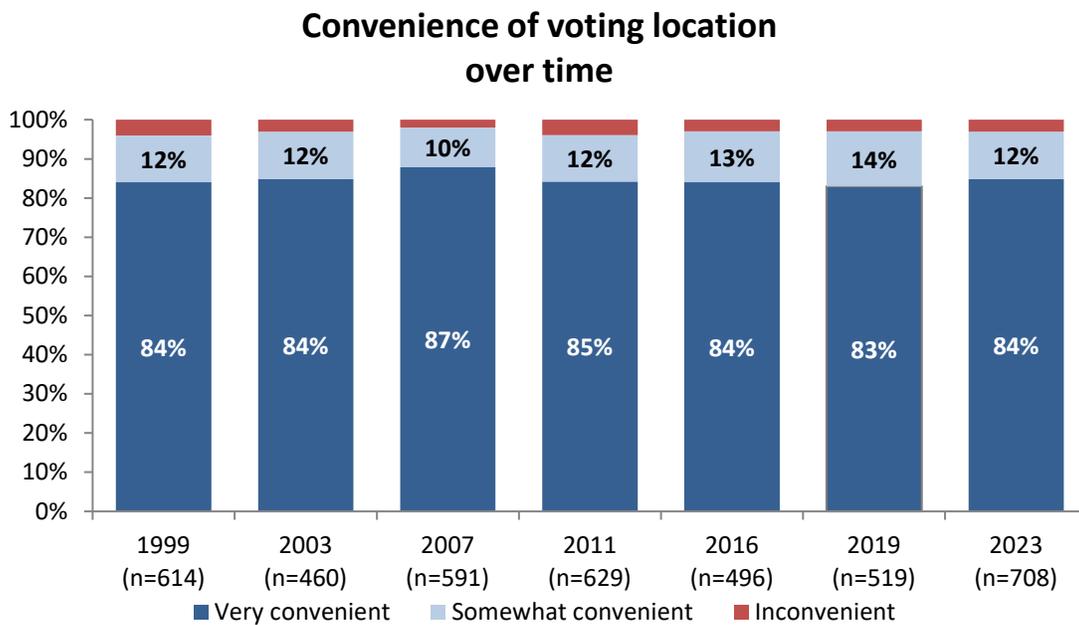
3.2 Locations are convenient for most

Almost all respondents reported that the voting place they used was very convenient (84%) or somewhat convenient (12%).

Only a few indicated it was inconvenient (3%).¹²



Over time, there has been little change in voters' perceptions of voting location convenience.



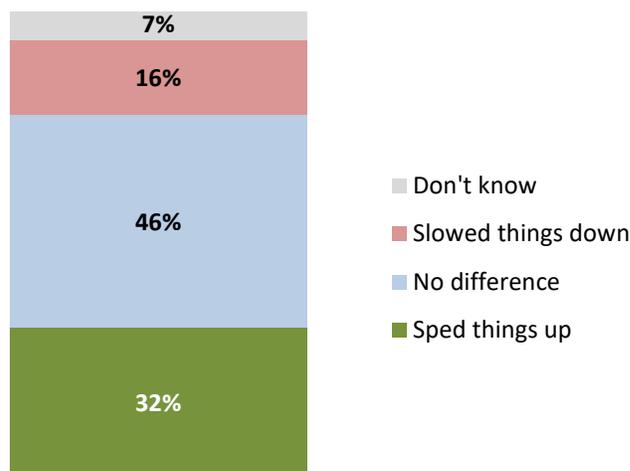
¹² The question read: Q40. How convenient or inconvenient was the place at which you voted?

3.3 Technology was trusted

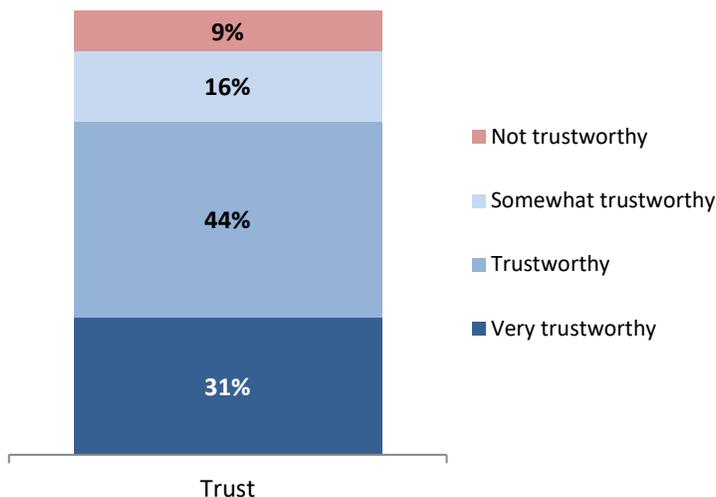
Before going to vote, about 4 in 10 voters report they were aware that voting changed to include technology, such as computers to process voters and vote-counting machines.

- There was a mixed reaction to the impact of the use of this technology. While some thought it slowed things down (16%), twice as many thought the technology sped things up (32%). The most common response was that it made no difference (46%).¹³
- Asked to rate their trust in the technology used as part of the voting process, 3 in 4 rated it as trustworthy or very trustworthy. Another 16% rated it as somewhat trustworthy. The few remaining (9%) said it was not very or not at all trustworthy.¹⁴ Voters living in Winnipeg (82%) were more likely to say that the technology was trustworthy or very trustworthy than those living outside the city (65%).
- Almost 1 in 5 (18%) said they had concerns about the use of this technology.¹⁵ Compared with those living outside the city (25%), fewer Winnipeggers (13%) had concerns.

Technology and the voting process
 (n=708)



Trust in the technology
 (n=708)



¹³ The question was: Q42. During the voting process, did the use of technology seem to speed things up or slow things down?

¹⁴ The question was: Q43. Overall, how would you rate your trust in the technology used as part of the voting process?

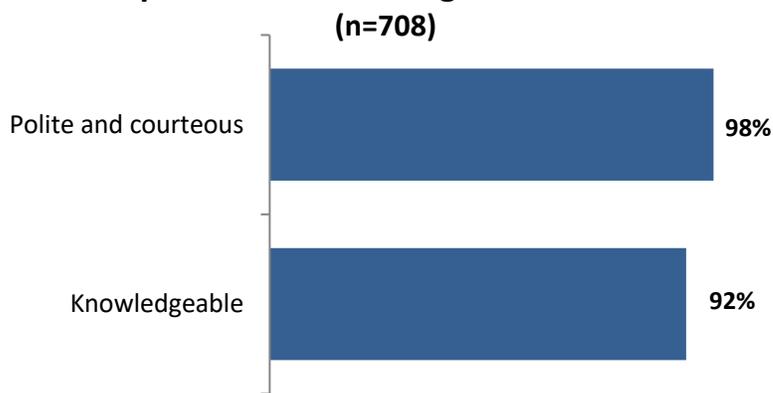
¹⁵ The question was: Q44. Did you have any concerns about the use of this technology?

3.4 Staff are polite, courteous, and knowledgeable

Almost all voters in 2023 reported that the voting location staff were:

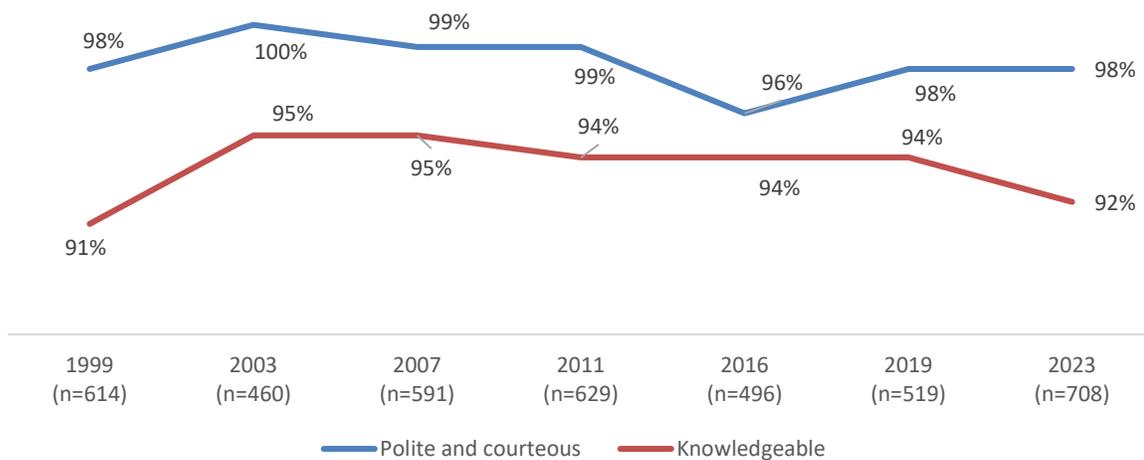
- polite and courteous (98%), and
- knowledgeable (92%).¹⁶

Experience with voting location staff



The 2023 results are very similar to past surveys.

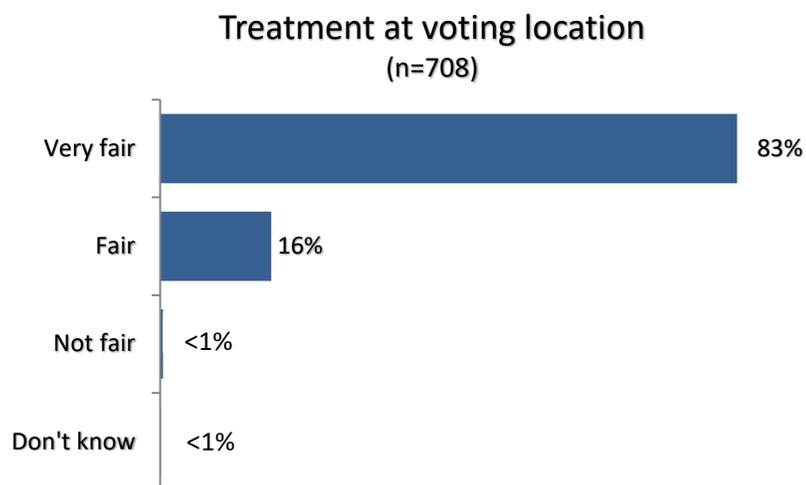
Expeirience with voting location staff over time



¹⁶ The question read: *Generally, when you voted, were the voting staff you dealt with... Q45. Knowledgeable? Q46. Polite and courteous?*

3.5 Voters say they were treated fairly

Almost all voters (99%) said that they received fair or very fair treatment when voting.¹⁷



In 2023, the results are similar to 2019, when there was a significant increase in those who said their treatment was very fair.

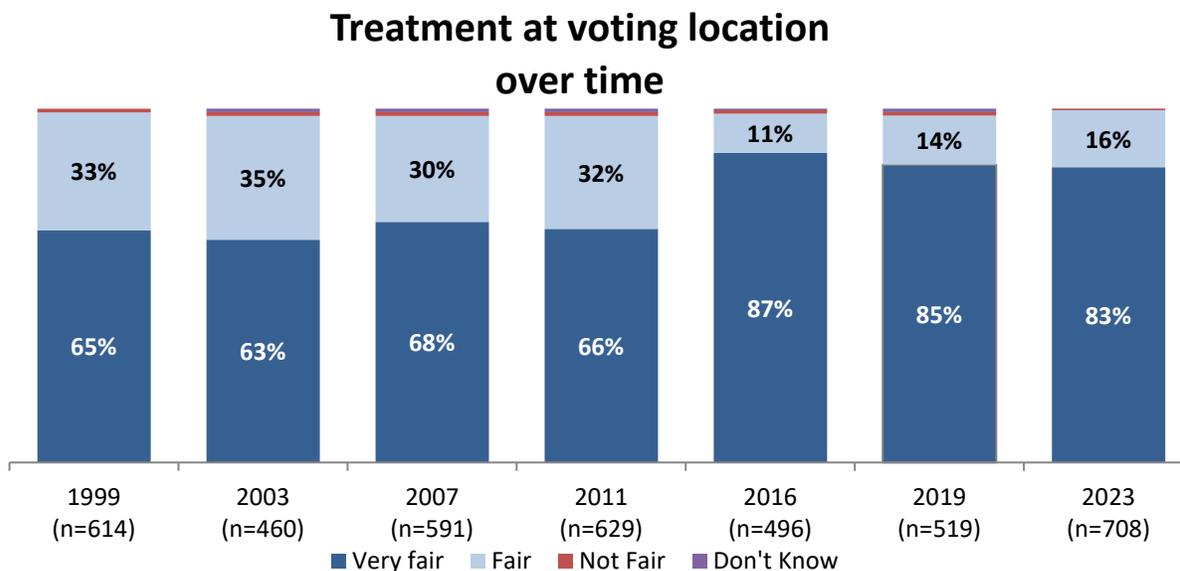


Figure 13

¹⁷ The question read: Q48. During the voting process, did you feel you were treated very fairly, fairly, or not fairly? It is unknown whether this change is a result of a change in perception or the result of a change in data collection method. In the past, these categories were read to respondents; since 2016, the survey has been self-completed.

3.6 Information needs were met

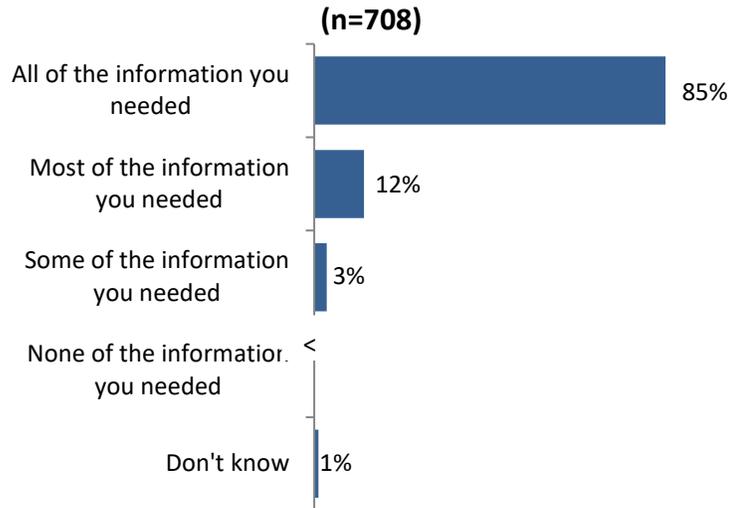
Almost all voters (97%) reported that they received all or most of the information they needed during the voting process.¹⁸

Less than 1 in 20 say they only received some or none of the information that they needed.

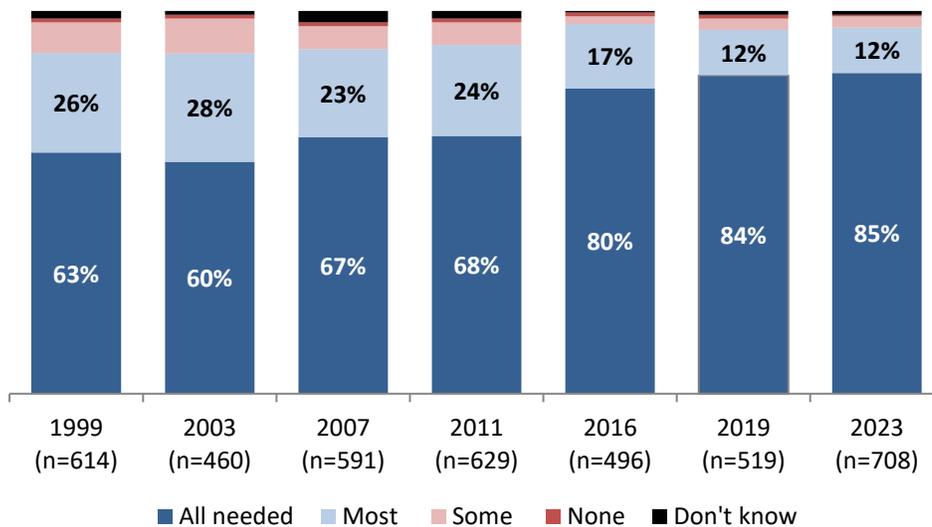
Over time, 9 in 10 have reported that during the voting process, they feel they have received most or all the information they needed.

In 2016, there appears to have been an increase in those reporting that they received all the information they needed, and a decrease in those who reported only receiving some or none of the information they needed. In 2023, this trend continued, with slightly more saying they received all the information they needed.

Information needs



Information needs over time

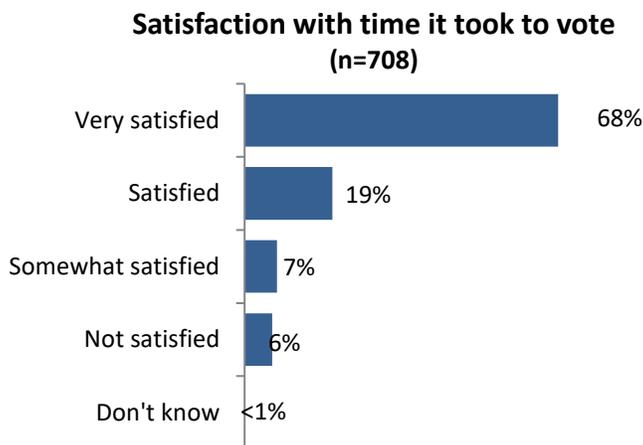


¹⁸ The question read: Q47. During the voting process, did you feel you got all the information you needed, most of the information you needed, some of the information you needed, or none of the information you needed?

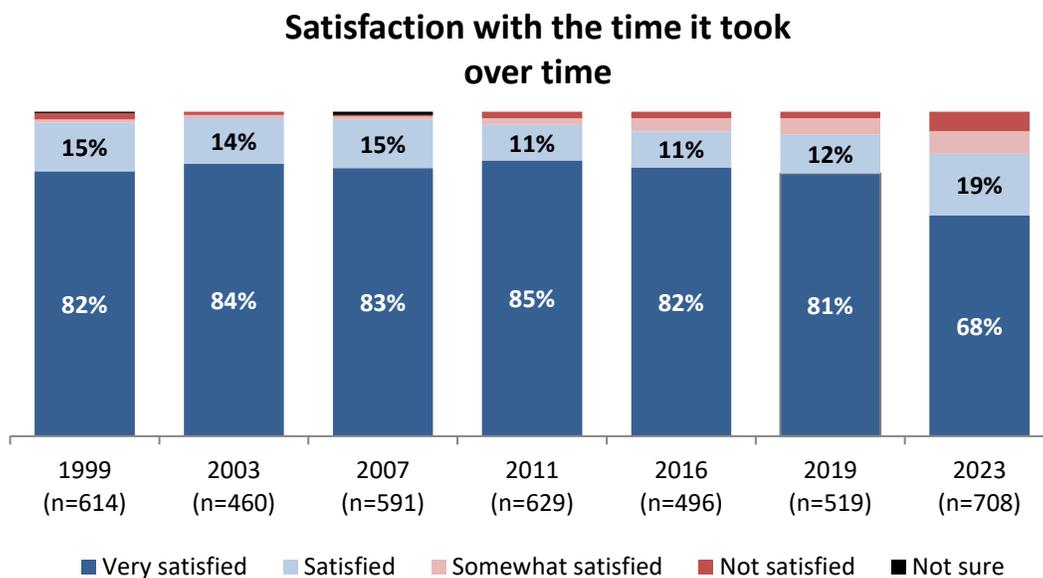
3.7 Voters were satisfied with time it took to vote

Almost 9 in 10 voters (87%) said they were satisfied with the time it took to vote, including 68% who said they were very satisfied.¹⁹

- Voters living in Winnipeg (91%) were more likely than those living outside the city (80%) to be satisfied or very satisfied with the time it took to vote.
- Similarly, advance voters (92%) are more likely to be satisfied or very satisfied than those who voted on Election Day (82%).
- The youngest age cohort (18 to 29 years of age) were the least satisfied with the time it took to vote. Still, 70% were satisfied or very satisfied. The remaining 30% were either only somewhat satisfied (17%) or not satisfied (13%).



These results are similar to those reported in past surveys, although in 2023, there has been a decrease in the number who are very satisfied (down from just over 80% in all previous surveys to 68% in 2023).



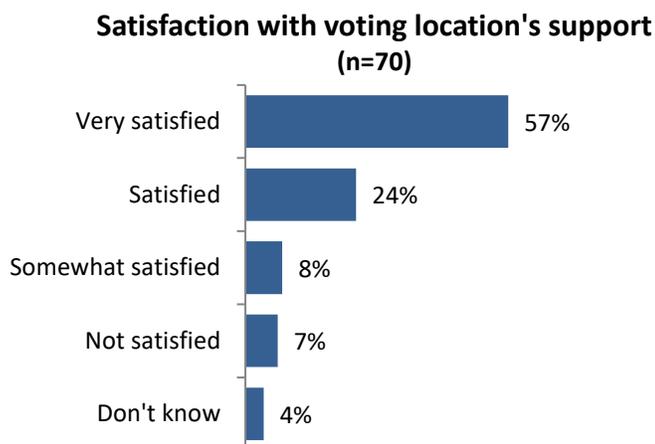
¹⁹ The questions read: Q49. How satisfied were you with the time it took to vote?

3.8 Voters with disabilities were satisfied

One in 10 voters (10%) self-identified as a person with a disability.²⁰

For people with visual disabilities, voting locations provide assistance tools, such as Braille templates, a Braille list of candidates, and magnifying lenses. In 2023, none of the respondents reported using the tool, however, one said that they would have used them if they knew these tools were available.²¹

Around 8 in 10 were satisfied or very satisfied with the voting location's support to accommodate their disability. About 1 in 14 (7%, n=5) were not satisfied with the voting location's support to accommodate their ability to vote with a disability.²²



²⁰ The question read: Q50. Do you identify yourself as a person with a disability?

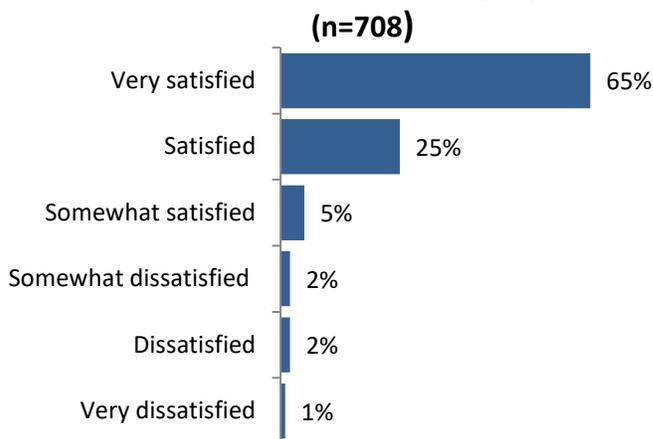
²¹ The question read: Q51. For voters with visual disabilities, voting locations provided tools, such as Braille templates, the Braille list of candidates, and magnifying lenses. Did you use any of these tools?

²² The question read: Q52. How satisfied were you with the voting location's support to accommodate your ability to vote with a disability?

3.9 Overall, voters were satisfied

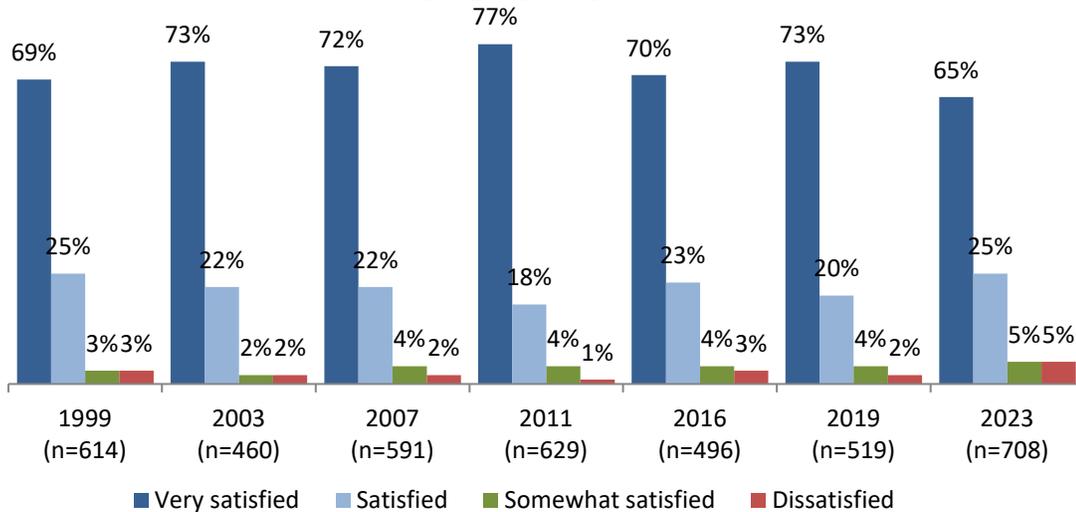
In 2023, 9 in 10 voters said they are satisfied (25%) or very satisfied (65%) with their voting experience.²³

Overall satisfaction with voting experience



These results are very similar to those in the past.

Satisfaction with voting experience over time

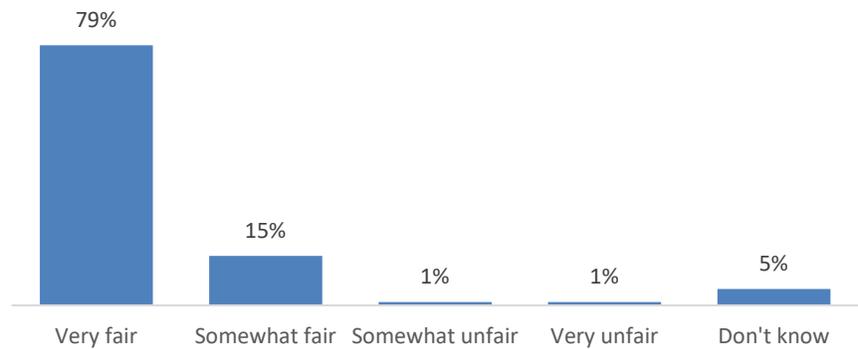


²³ The question read: Q53. Overall, how satisfied were you with your experience when you went to vote?

3.10 The election was fairly run

The vast majority of Manitobans (94%) said that Elections Manitoba ran a fair election, including 79% who said it was very fairly run.²⁴

Elections Manitoba ran a fair election
(n=708)



²⁴ The question was: Q54. *Elections Manitoba is the independent organization charged with running Manitoba's provincial elections. Would you say that Elections Manitoba ran the October 3rd provincial election...?*

4.0 Promotion

In this section, we report on the aided and unaided recall of Elections Manitoba advertising during the provincial election. We also examine the messages respondents took away from these ads.

4.1 Unaided advertising recall

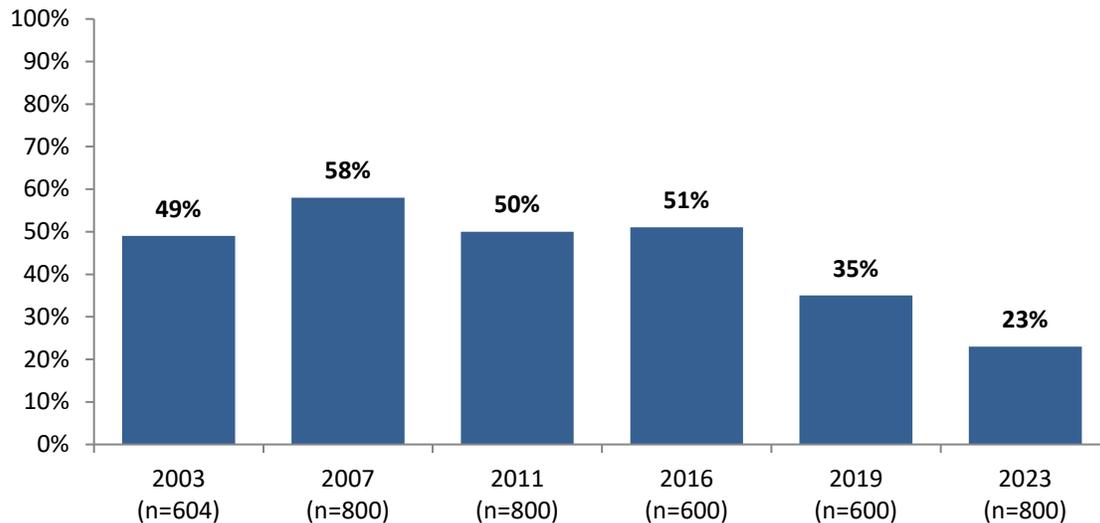
We asked respondents if, during the recent provincial election, they remembered seeing or hearing any ads that included the words, “Don’t bail on these plans. Vote.” or, “This decision is important. Vote.”

- About 1 in 4 respondents (23%) remember such an ad. This includes 24% of voters and 19% of non-voters.
- Among those who remembered the ads, the most common places they saw or heard them were on television, billboards or signs, radio, transit, and in the newspaper. Posters and website/online were also quite common.
- It appears voters were more likely than non-voters to mention seeing the ads on TV, reading them in newspaper, or hearing them on radio. Non-voters were more likely than voters to mention posters or transit. Non-voters were much more likely than voters to not know where they saw or heard these ads.

Table 3: Awareness of specific advertising	
<i>Q20. During the recent provincial election, do you remember seeing or hearing any ads that included the words, “Don’t bail on these plans. Vote.” or, “This decision is important. Vote.”</i>	
<i>Q21. Where did you see or hear these ads?</i>	
	Overall (n=800)
Remember seeing or hearing ad	23%
Where saw/heard these ads	(n=187)
Television	46%
Radio	29%
Billboard/sign	28%
Newspapers	22%
Posters/bulletin board	22%
Website/online	23%
Transit	14%
Word of mouth/friends/family	12%
Brochures/pamphlets	7%
Ads in shopping mall	5%
Movie theatre	3%
Other	1%
Don’t know/No response	4%
Note: Respondents could choose more than one answer. Totals may sum to more than 100%.	

The figure below shows the unaided awareness of advertising in past elections. Prior to 2019, awareness had been similar over time. Since 2016, we have seen a drop in unaided awareness of election ads.²⁵

Self-reported awareness of election advertising over time



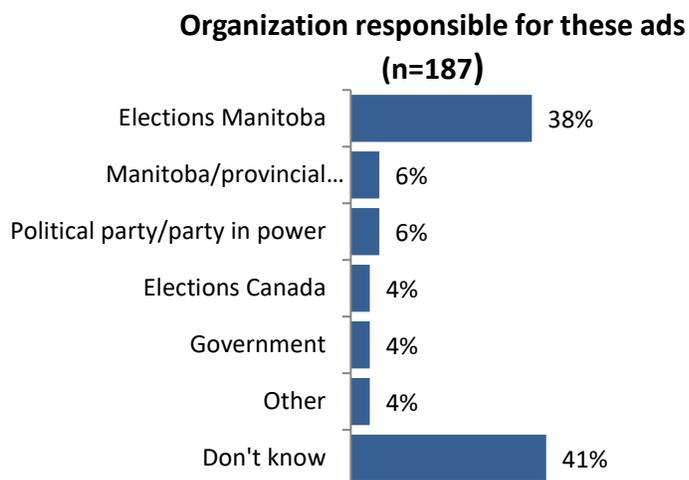
²⁵ Over time, the question asked has changed. In 2003 and 2007, the question was: *Other than ads for specific political parties, did you read, see, or hear any advertisements about the Manitoba election voting process?* In 2011 and 2016, the question was: *During the recent provincial election, do you remember seeing or hearing any ads that included the words, “You Count”?* In 2019, the questions was: *During the recent provincial election, do you remember seeing or hearing any ads that included the words “Your Vision of Manitoba Should Include You”?* In 2023, the questions was: *Q20. During the recent provincial election, do you remember seeing or hearing any ads that included the words, “Don’t bail on these plans. Vote.” or, “This decision is important. Vote.”*

Responsible for the ad

About 4 in 10 of those who remembered ads cite Elections Manitoba as the organization that was responsible for them.

Voters (40%) were more likely than non-voters (14%) to identify Elections Manitoba as being responsible for the ads.

Others believed the organizations responsible were: the Manitoba government, political parties, Elections Canada, or government in general. About 4 in 10 simply did not know.²⁶



4.2 Aided recall of promotion

We presented TV, radio, print, outdoor/transit, and online ads to see if respondents remembered seeing or hearing these types of ads.

Below are the examples of the ads we presented. Elections Manitoba ran a number of different ads with similar themes. It was not possible to show respondents all versions of these ads, so we always asked them to recall whether they saw or heard “these ads or ones like them” when responding.

²⁶ The question was: Q22. *What organization do you think was responsible for these ads?*

Type	Examples
Online ²⁷	
Outdoor/transit ²⁸	
Print ²⁹	
TV ³⁰	<p>Three 15-second TV spots about advance voting; can't decide; don't bail, and fit check.</p>
Radio ³¹	<p>One 30-second radio spot explaining advance voting and ending with, "Don't bail on these plans. Vote."</p>

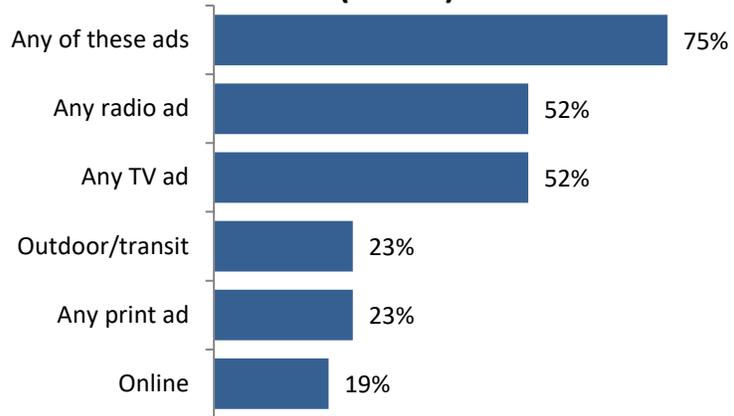
- 27 The question was: Q23. During the recent provincial election, do you remember seeing any of these online ads or ones like them?
- 28 The question was: Q24. During the recent provincial election, do you remember seeing similar ads on billboards, on buses, or in newspapers?
- 29 The question was: Q25. During the recent provincial election, do you remember seeing any of these newspaper print ads or ones like them?
- 30 The questions were: Q26-Q28. Now, we are going to show your three 15-second ads about advance voting. After each, please tell us if you remember seeing them. They were then asked: Other than the ads you just watched, during the recent provincial election, do you remember seeing any similar ads about: Q29. Voter registration? Q30. Voting on Election Day?
- 31 The questions were: Q31. During the recent provincial election, do you remember hearing the following radio ad about advance voting? And then they were asked: During the recent provincial election, do you remember seeing any similar radio ads about: Q32. Voter registration? Q33. Voting on Election Day?

Overall results

In total, 3 in 4 respondents remembered seeing or hearing at least one of the ads tested. The overall awareness is similar to, if slightly lower than, 2019, when 81% reported they remembered seeing the ads shown.

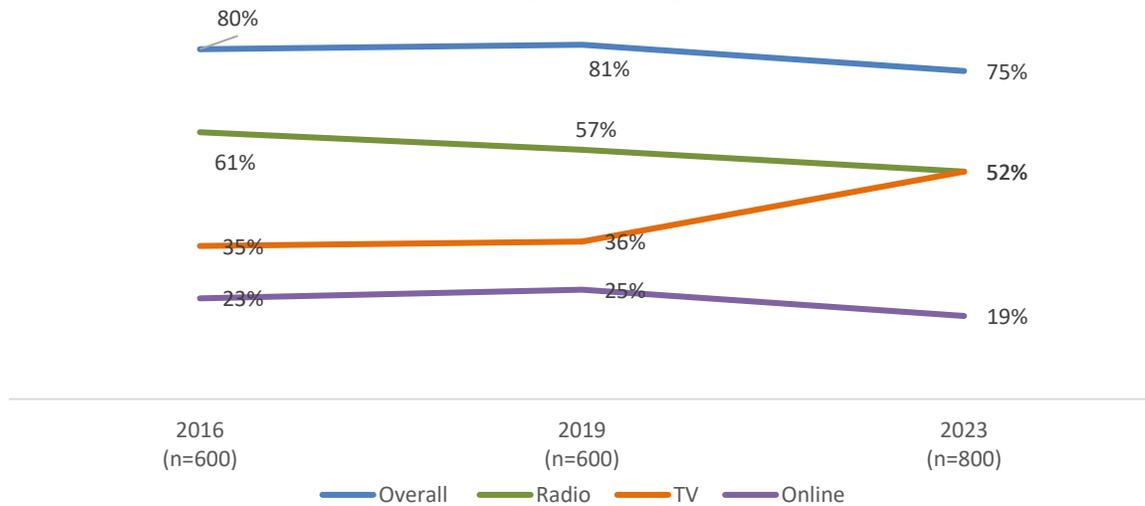
Non-voters (57%) are less likely than voters (77%) to remember seeing or hearing any of these ads.

**Aided recall of ads
 (n=800)**



Awareness of ads can fluctuate over time based on the media “buy” for each type of ad. Overall recall of the ads has been similar over time, with the exception of TV, which appears to have increased significantly in 2023.³²

Remember hearing or seeing ads: over time



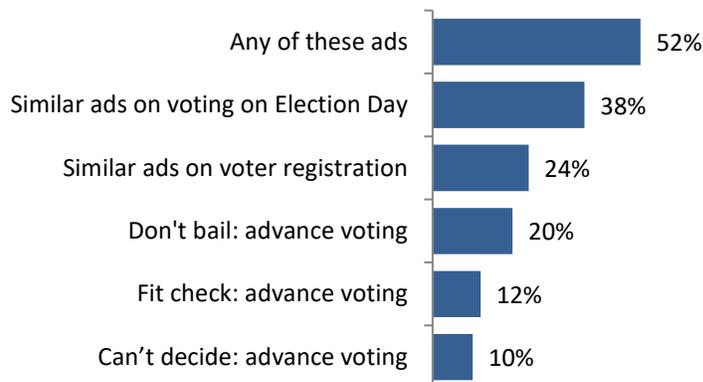
³² Over time, some media has been grouped differently, so we compare only those where the media is distinct.

Recall of TV ads: 2023

Respondents were asked to view three 15-second ads and indicate if they remember seeing each. These ads were all about advance voting, but incorporated various tag lines: *don't bail*, *fit check*, and *can't decide*. Participants were then asked if they remember similar ads about voter registration and voting on Election Day.

About half remembered at least one of these TV ads.

Aided recall of TV ads (n=800)



The *don't bail* ad was the most commonly remembered of the advance voting ads shown to participants. *Voting on Election Day* was the most common theme for TV ads that respondents remembered seeing.

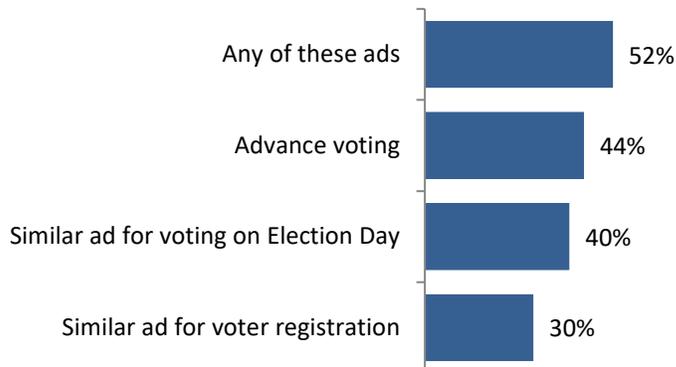
Recall of radio ads

We asked respondents to listen to a 30-second radio ad about advance voting and asked if they remember hearing it during the election. We then asked if they remembered similar ads about voting on Election Day or voter registration.

Overall, about half indicated they remember at least one of these radio ads.

Residents outside Winnipeg (60%) are more likely than Winnipeggers (47%) to recall hearing at least one of these ads.

Aided recall of radio ads (n=800)

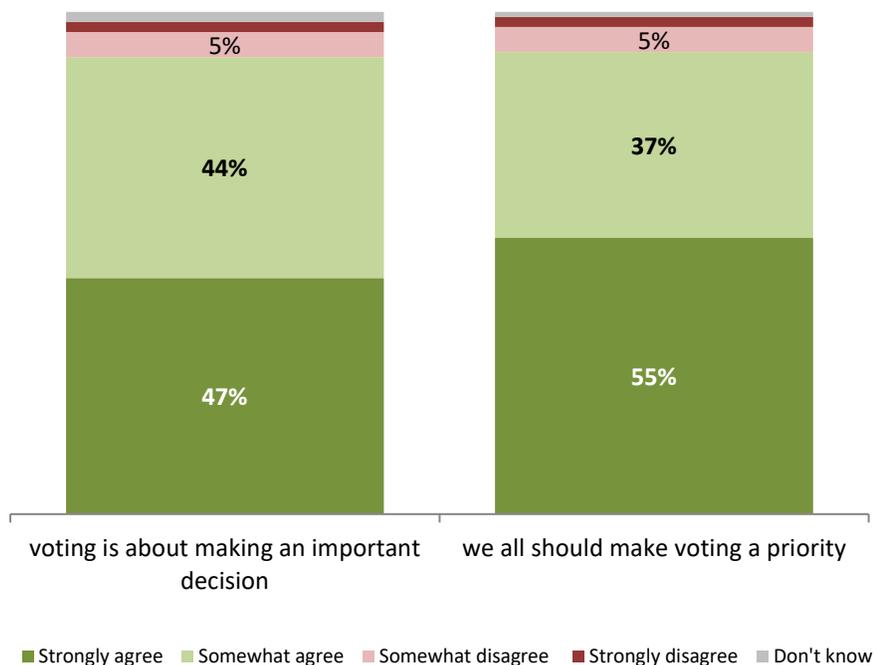


4.3 Ad messaging

We asked all respondents if they agreed or disagreed that these ads deliver two messages.³³

- About 9 in 10 at least somewhat agreed that the ads delivered a message that *voting is about making an important decision*. This includes almost half (47%) who strongly agreed.
- Similarly, about 9 in 10 also agreed (at least somewhat) that the ads delivered a message that *we all should make voting a priority*. This includes over half (55%) who strongly agreed.

These ads remind me that...
 (n=800)

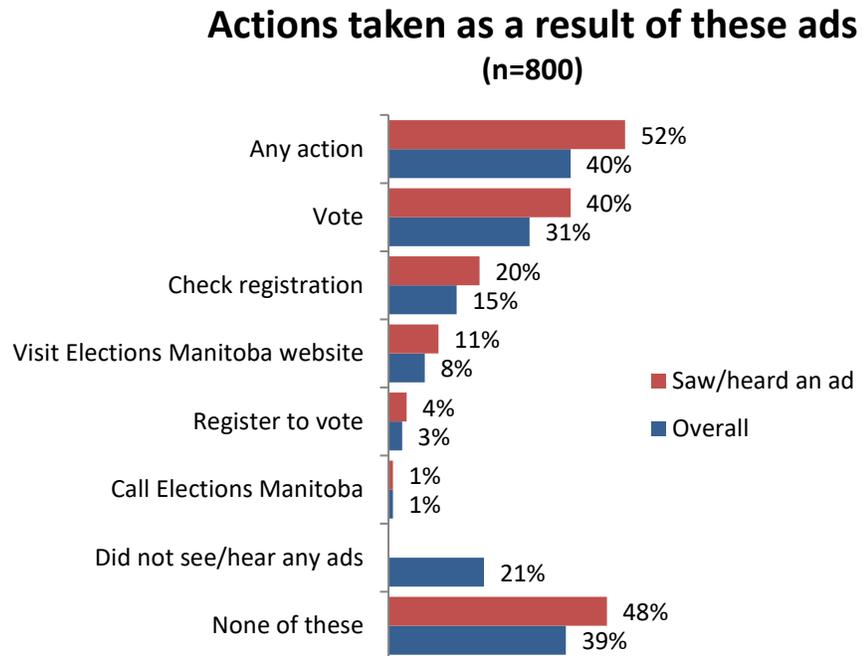


Those who reported having seen or heard these ads are more likely to strongly agree with each of these statements.

³³ The questions were: *Thinking of all the ads you just reviewed, how much do you agree or disagree with these statements: Q34. These ads remind me that voting is about making an important decision. Q35. These ads remind me we all should make voting a priority.*

Actions taken as a result of these ads

Over half of those who saw or heard an ad (52%) say that they took action as a result. This represents about 40% of all respondents. Most commonly, the ads were said to have resulted in them voting either in an advance poll or on Election Day (40%). Many also reported having checked their registration (20%) or visited Elections Manitoba’s website (11%) because of these ads.³⁴



³⁴ The question read: Q36. *Did you take any actions as a result of seeing these ads? Because you saw or heard one of these ads, did you...*

Appendix A – Questionnaire

Post-election Survey of the Manitoba population: 2023 DRAFT

What is your date of birth?

Are you...

- Female
- Male

What are the first three characters of your Postal Code?

1. Just to confirm, were you eligible to vote in the recent provincial election held on October 3, 2023?
 - Yes
 - No [TERMINATE]
 - Don't know [TERMINATE]
2. Voting and not voting were both very common in that recent election, and people have many different reasons for making that choice. Did you choose to vote in the October 3, 2023 provincial election?
 - Yes
 - No

VOTERS LIST

3. For each election a voters list is produced. As far as you know, was your name on the voters list for the recent provincial election?
 - Yes
 - No => SKIP TO Q5
 - Don't know => SKIP TO Q5
4. How did your name get on the voters list?
 - By being registered at the door
 - Calling/visiting a returning officer
 - Calling/visiting Elections Manitoba
 - At the voting place/polling stations
 - Registering online
 - Was already on the list (didn't do anything)
 - Other (specify) _____
 - Don't know

[SKIP Q6 IF Q4 = Registered online. Programming note – Backfill Q6 with “Yes” to those that skip.]

5. Did you go to Election Manitoba's website to: register, check to see if you name was on the list, or to update information? (electionsmanitoba.ca/en/Voting/Register_of_Voters)
 - Yes
 - No => SKIP TO Q8
 - Don't know => SKIP TO Q8

6. Generally, how satisfied were with your online experience?

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not satisfied
- Don't now

7. Overall, how satisfied were you with the registration experience? Would you say you were...

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not satisfied
- Don't know

VOTER INFORMATION CARD

8. Do you remember receiving a voter information card in the mail which included your name, address, and the location of voting places?

- Yes
- No => **SKIP TO Q12**
- Don't know => **SKIP TO Q12**

9. Was the name and address information correct on the card?

- Yes
- No
- Don't know

10. Did the card provide you with all the information you needed?

- Yes => **SKIP TO Q12**
- No=> **SKIP TO Q11**
- Don't know => **SKIP TO Q12**

11. What additional information would you like to have had on the card?

- No more information needed
- Don't know

12. As far as you know, if someone's name did not appear on the voters list, were they still able to vote?

- Yes
- No
- Don't know

VOTING OPTIONS

13. As far as you know, if someone was unable to vote on Election Day, could they have made arrangements to vote?

- Yes
- No => **SKIP TO Q16**
- Don't know => **SKIP TO Q16**

14. As far as you know, what options were available for those unable to vote on Election Day?

- Don't know

Thinking about the recent provincial election, how much do you agree or disagree with each of the following statements.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
15. Advance voting places were open at various locations across the province the week before Election Day.	<input type="radio"/>				
16. Any eligible voter could vote at any advance voting place.	<input type="radio"/>				
17. If someone voted in advance, they required identification to show who they are and where they live.	<input type="radio"/>				
18. If someone votes on Elections Day, they could vote at any official voting place in their Electoral Division.	<input type="radio"/>				
19. If someone voted on Election Day, they required identification to show who they are and where they live.	<input type="radio"/>				

AD AWARENESS

20. During the recent provincial election, do you remember seeing or hearing any ads that included the words “don’t bail on these plans. Vote’ or ‘this decision is important. Vote.”

- Yes
- No => **SKIP TO Q24**
- Don't know => **SKIP TO Q24**

21. Where did you see or hear these ads? Select all that apply.

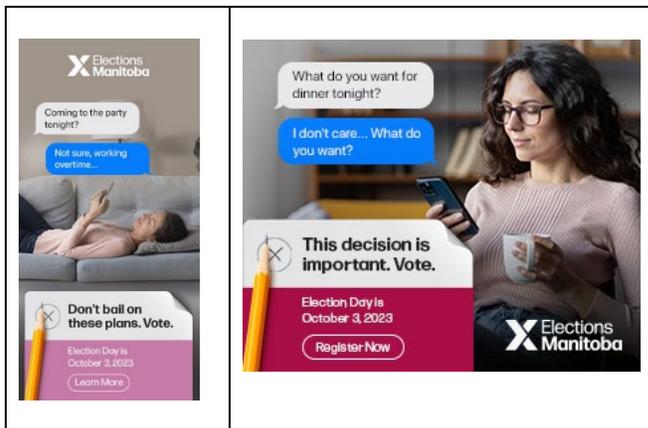
- Television
- Radio
- Newspapers
- Brochures
- Posters
- Word of mouth/friends/family
- Transit
- Web/online
- Movie theatres
- Billboard/outdoor
- Ads in shopping malls (i.e. mall posters)
- Other (specify) _____
- Don't know

22. What organization do you think was responsible for these ads?

- Don't know

23. During the recent provincial election, do you remember seeing any of the following online ads or ones like them?

- Yes
- No
- Don't know



24. During the recent provincial election, do you remember seeing similar ads on billboards, on buses, or in newspapers?

- Yes
- No
- Don't know

<Show examples of billboards/bus sides>



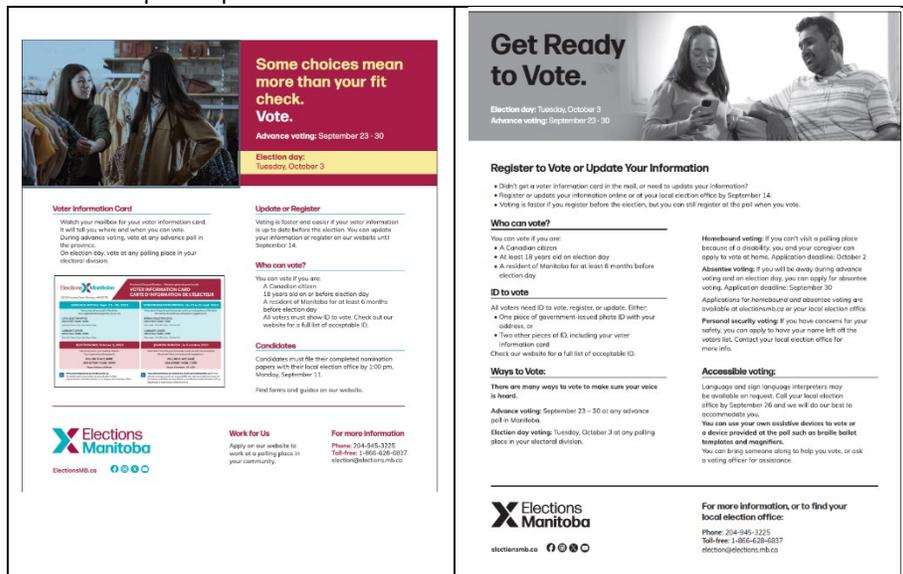
ElectionsMB.ca



25. During the recent provincial election, do you remember seeing any of the following newspaper print ads or ones like them?

- Yes
- No
- Don't know

<Show examples of print ads>



Now, we are going to show your three 15 TV second ads about advanced voting. After each please tell us if you remember seeing them.

26. During the recent provincial election, do you remember seeing this ad?

- Yes
- No
- Don't know

<Show 'Can't decide' Advanced Voting ad>

27. During the recent provincial election, do you remember seeing this ad?

- Yes
- No
- Don't know

<Show 'Don't Bail' Advanced Voting ad>

28. During the recent provincial election, do you remember seeing this ad?

- Yes
- No
- Don't know

<Show 'Fit check' Advanced Voting ad>

During the recent provincial election, do you remember seeing any similar TV ads about:

	Yes	No	Don't know
29. Voter registration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. Voting on Election Day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. During the recent provincial election, do you remember hearing the following radio ad about advanced voting?

- Yes
- No
- Don't know

<Advanced voting>

During the recent provincial election, do you remember hearing any similar radio ads about:

	Yes	No	Don't know
32. Voter registration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. Voting on election Day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking of all the ads you just reviewed, how much do you agree or disagree with this statement:

34. These ads remind me that voting is about making an important decision.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know

35. These ads remind me we all should make voting a priority.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know

36. Did you take any actions as a result of seeing these ads? Because you saw or heard one of these ads, did you... (CHECK ALL THAT APPLY)

- Check your registration
- Register to vote
- Visit Elections Manitoba Website
- Call Elections Manitoba
- Vote either in advanced polls or on Election Day
- None of these
- Did not see any of these ads

CASTING YOUR VOTE

[IF Q2 = NO OR DON'T KNOW, SKIP TO INTRO TEXT BEFORE Q52]

37. Which of the following ways did you cast your vote in the provincial election... <SELECT ONE>

- On election day
- During the advance polls
- Other (ASK 37a)
- Don't know

37a. Which other way did you cast your vote in the provincial election?

- Using an absentee ballot (voted by mail)
- Through homebound voting
- At a mobile or curbside poll
- At a hospital poll
- At a personal care facility poll
- At a remand poll
- Don't know

[IF Q37 = ON ELECTION DAY ASK NEXT]

38. Did you vote at the location on your voting information card or at another voting place on the day of the election?

- Voting place on information card
- Another location
- Don't know

(GO TO 40)

[IF Q37 = ADVANCED POLLS ASK 39]

39. Was the use of the advance voting location planned or did you happen upon it and then decide to vote?

- Planned
- Happened upon it
- Other (specify) _____
- Don't know

40. How convenient or inconvenient was the place at which you voted?

- Very convenient
- Somewhat convenient
- Somewhat inconvenient
- Very inconvenient
- Don't know

TECHNOLOGY

41. Before going to vote were you aware that voting changed to include technology such as computers to process voters and vote counting machines, also known as tabulators?
- Yes
 - No
42. During the voting process, did the use of technology seem to speed things up or slow things down?
- Speed things up
 - Slowed things down
 - Made no difference
 - Don't know
43. Overall, how would you rate your trust in the technology used as part of the voting process?
- Very trustworthy
 - Trustworthy
 - Somewhat trustworthy
 - Not voting trustworthy
 - Not at all trustworthy
44. Did you have any concerns about the protection of personal information and the use of this technology?
- Yes
 - No
 - Don't know

VOTING EXPERIENCE

When you voted, were the voting staff you dealt with...

	Yes	No	Don't know
45. Knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46. Polite and courteous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

47. During the voting process, did you feel you got...
- All of the information needed
 - Most of the information needed
 - Some of the information needed
 - None of the information needed
 - Don't know
48. During the voting process, did you feel you were treated...
- Very fairly
 - Fairly
 - Not fairly
 - Don't know
49. How satisfied were you with the time it took to vote?
- Very satisfied
 - Satisfied
 - Somewhat satisfied
 - Not satisfied
 - Don't know

50. Do you identify yourself as a person with a disability?

- Yes
- No => **SKIP TO Q52**
- Don't know => **SKIP TO Q52**

51. For voters with visual disabilities, voting locations provided tools, such as Braille templates, the Braille list of candidates, and magnifying lenses. Did you use any of these tools?

- Yes
- No, didn't need them
- No, but would have if knew tools were available
- Don't know

52. How satisfied were you with the voting location's support to accommodate your ability to vote with a disability?

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not satisfied
- Don't know

ALL VOTERS

53. Overall, how satisfied were you with your experience when you went to vote?

- Very satisfied
- Satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

54. Election Manitoba is the independent organization charged with running Manitoba's provincial elections. Would you say that Elections Manitoba ran the October 3rd provincial election...?

- Very fairly
- Somewhat fairly
- Somewhat unfairly
- Very unfairly
- Don't know

ALL RESPONDENTS

DEMOGRAPHICS

Finally, the following are some background questions to ensure that our sample is representative of all Manitobans and to help us better understand the needs of various types of Manitobans.

55. For the recent provincial election on October 3, 2023, how many eligible voters, including yourself, lived in your household? _____

56. Are there any children under 18 currently living in your household?

- Yes
- No => **SKIP TO Q61**

57. Did you or anyone else in your household take children under 18 with them when they went to vote?

- Yes
- No
- Don't know

58. How long, in years, have you lived in Manitoba? **[PROGRAMMING NOTE: Drop down option starting with <1 year, up to 99 years]**

- Less than one year

59. What is the highest level of education you have completed?

- Elementary school (0-8)
- Some high school (9-12)
- High school grad
- Some community/technical college
- Community/technical college grad
- Some university
- University grad

60. For statistical purposes, do you which to identify as any of the following? Select all that apply.

- Indigenous
- Person with a disability (FOR NONE VOTERS ONLY)
- Visible minority
- Bilingual in French and English
- None of the above
- Don't know

61. What is your household's total annual income before taxes and deductions?

- Under \$50,000
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- Don't know

Appendix B – Profile of participants

Personal profile of respondents

The table below provides the profile of voters and non-voters based on weighted data.

In our sample, voters tend to be older and have slightly higher levels of education than non-voters. Conversely, non-voters tend to be younger and have lower levels of education compared with voters.

- Almost 6 in 10 voters (58%) are 45 years of age or older compared to less than 4 in 10 non-voters (37%). Conversely, over 6 in 10 non-voters (63%) are under 45 years of age compared with about 4 in 10 voters (42%).
- Given that non-voters are younger, it is perhaps not surprising that non-voters (43%) are more likely than voters (23%) to have children under 18 years of age living in their household.
- In part, work situation is a function of age. While both voters and non-voters are as likely to be employed, voters are more likely than non-voters to be retired and non-voters are more likely than voters to be self-employed or unemployed.

In all other personal characteristics — gender, First Nations ancestry, or disability — there appears to be little difference between voters and non-voters.

Demographic profile of voters/non-voters, personal information		
a. What is your date of birth?		
b. Are you...		
c. What are the first three characters of your postal code?		
Q58. How long have you lived in Manitoba? (in years)		
Q58. How long, in years, have you lived in Manitoba?		
Q59. What is the highest level of education you have completed?		
Q60. Do you identify as any of the following?		
	Type	
	Voted (n=708)	Did not vote (n=92)
Respondent gender		
Female	53%	68%
Male	47%	29%
Other gender identity	<1%	3%
Location		
Winnipeg	60%	51%
Outside Winnipeg	40%	49%
Respondent age*		
18 to 29	17%	29%
30 to 44	25%	34%
45 to 64	32%	22%
65 and over	26%	15%
Average	51 years	43 years
Years living in Manitoba		
10 or less	1%	2%
11 to 20	8%	15%
21 to 30	19%	23%
31 to 49	29%	37%
50 or more	43%	24%
Respondent education*		
Less than high school	2%	5%

Demographic profile of voters/non-voters, personal information		
a. What is your date of birth? b. Are you... c. What are the first three characters of your postal code? Q58. How long have you lived in Manitoba? (in years) Q58. How long, in years, have you lived in Manitoba? Q59. What is the highest level of education you have completed? Q60. Do you identify as any of the following?		
	Type	
	Voted (n=708)	Did not vote (n=92)
High school grad	10%	23%
Some college/university	23%	32%
College/university grad	65%	40%
Identify as...		
Indigenous	7%	6%
Visible minority	6%	13%
Person with a disability	10%	13%
Bilingual in French and English	11%	8%
Note: Totals may not sum to 100% due to rounding. *Statistically significant		

Household profile

Households of voters were more likely to include children under 18 years of age.

Demographic profile of voters/non-voters, personal information		
Q55. For the recent provincial election on October 3, 2023, how many eligible voters, including yourself, lived in your household? Q56. Are there any children under 18 currently living in your household? Q57. Did you or anyone else in your household take children under 18 with them when they went to vote? Q61. What is your household's total annual income before taxes and deductions?		
	Type	
	Voted (n=708)	Did not vote (n=92)
Number of eligible voters in household		
1	21%	13%
2	56%	56%
3	13%	17%
4 or more	10%	14%
Average	2.2	2.4
Children under 18 in household*		
Yes	23%	43%
No	77%	57%
Take children under 18 with them to vote		
	(n=204)	
Yes	28%	-
No	71%	-
Household income		
Under \$50,000	26%	29%
\$50,000 to \$74,999	18%	15%
\$75,000 to \$99,999	17%	8%
\$100,000 or more	40%	48%
Note: Totals may not sum to 100% due to rounding. *Statistically significant		