

Attachment 1

Analyzed Election Survey Data

Election Feedback Survey

SURVEY RESPONSE REPORT

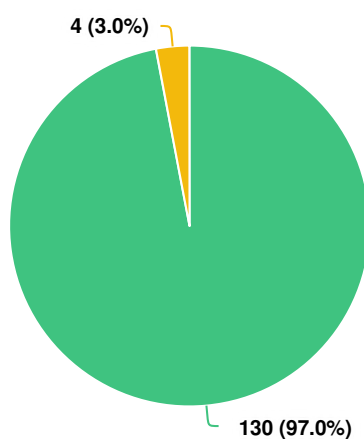
02 November 2022 - 30 November 2022

PROJECT NAME:

Local Election Feedback

SURVEY QUESTIONS

Q1 Did you vote in the October 2022 Local General Election in New Westminster?

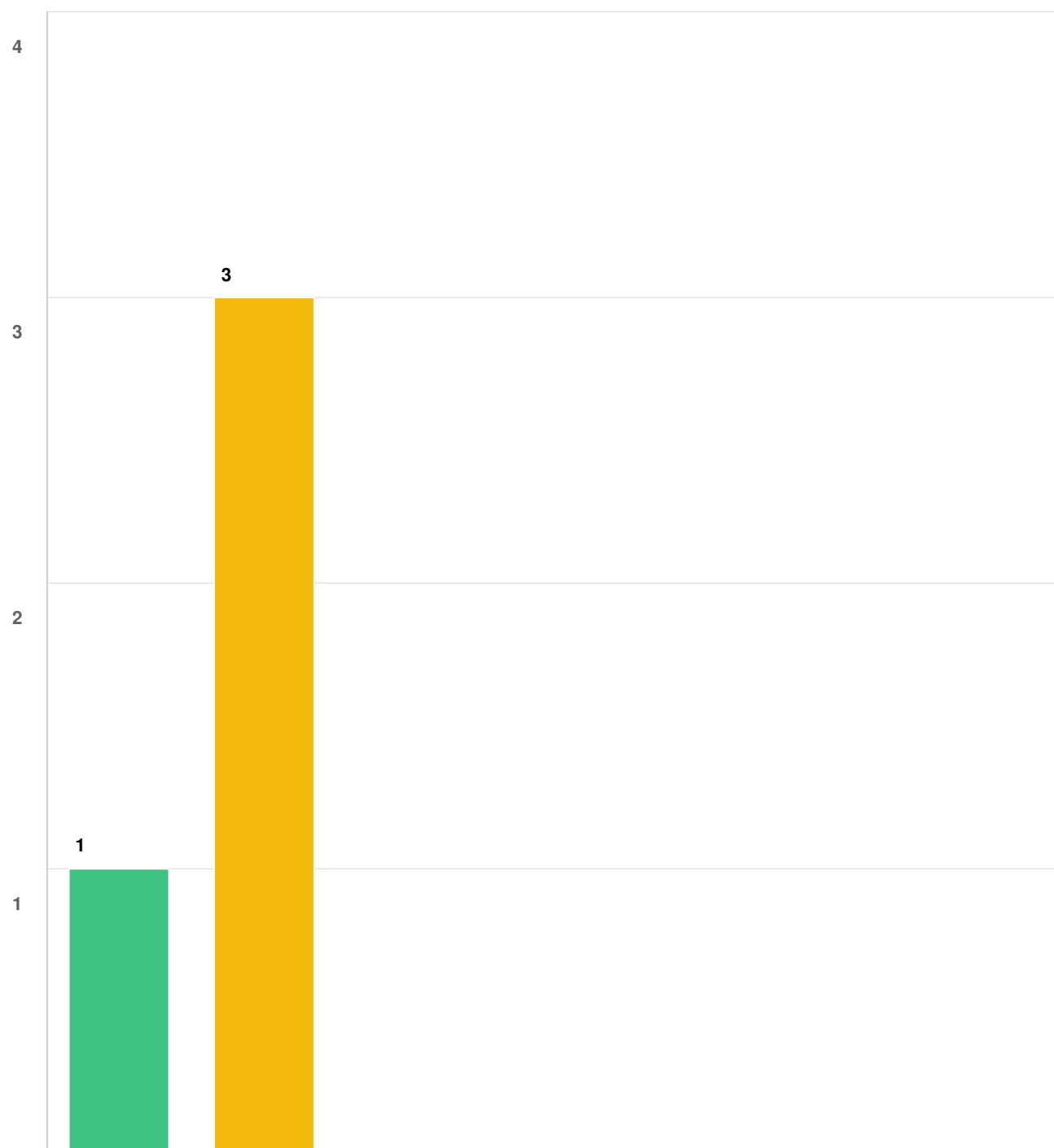


Question options

☒ Yes ☐ No

Optional question (134 response(s), 0 skipped)
Question type: Radio Button Question

Q2 Why didn't you vote? (select all that apply)



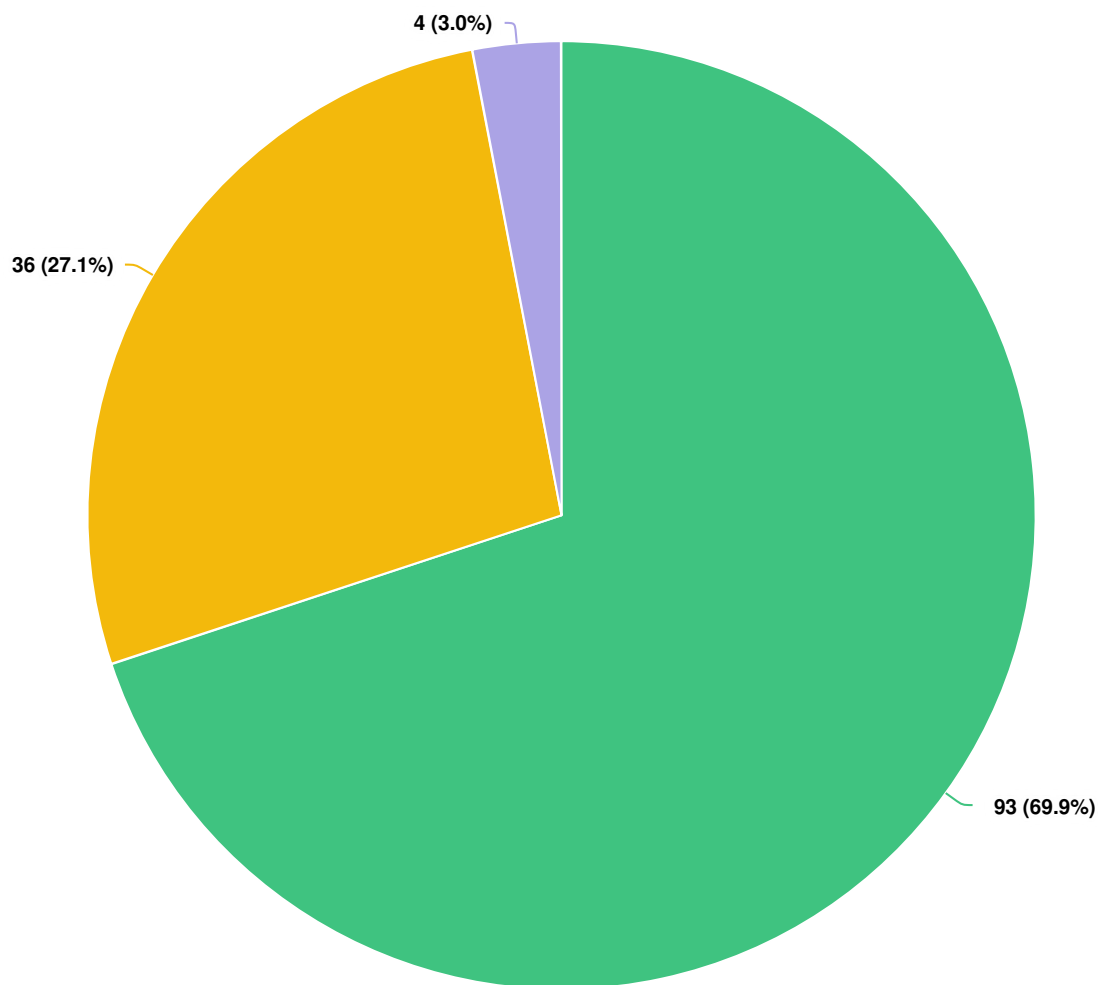
Question options

- Didn't know who to vote for
- Other (please specify)
- I'm not eligible to vote in New Westminster / not sure if eligible
- Didn't have time
- Forgot
- Not interested
- Don't think my vote matters

Optional question (4 response(s), 130 skipped)

Question type: Checkbox Question

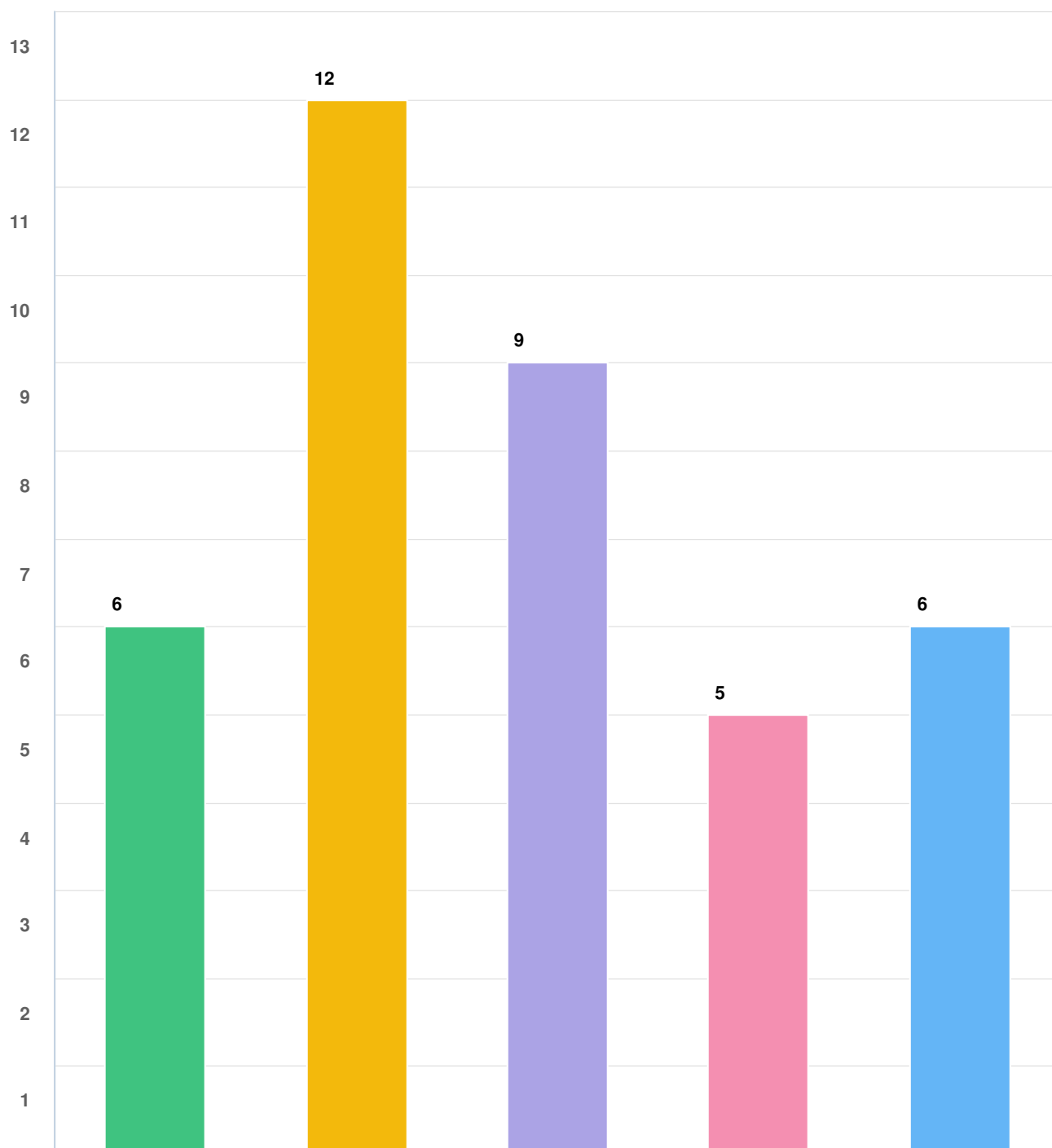
Q3 For the first time, the City of New Westminster produced a Voter's Card for this election. The card was personalized with each registered voter's name and mailed to their address (based on records from Elections BC). We have heard anecdotal feedback...

**Question options**

● Yes ● No ● N/A - didn't vote

Optional question (133 response(s), 1 skipped)

Question type: Radio Button Question

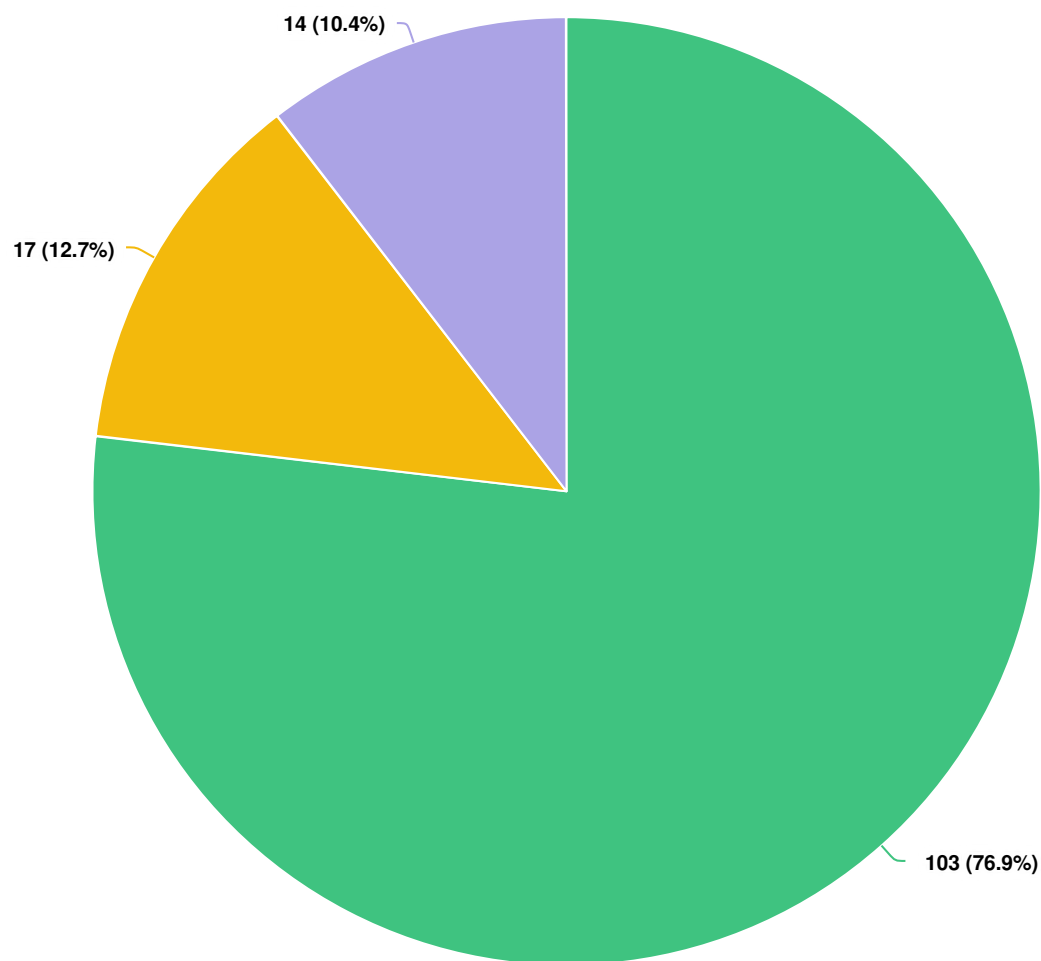
Q4 Why didn't you bring your Voter's Card to the polling station? (select all that apply)**Question options**

- ☐ I didn't receive a Voter's Card ☐ I forgot to bring it with me ☐ Didn't know I should bring it
☐ I voted by mail, so I did not attend a polling station ☐ Other (please specify)

Optional question (36 response(s), 98 skipped)

Question type: Checkbox Question

Q5 For the first time, the City of New Westminster produced a Voter's Guide for this election. This booklet included information on voter registration, the process to vote, voting locations, a list of candidates with submitted profiles, etc. Hard copi...

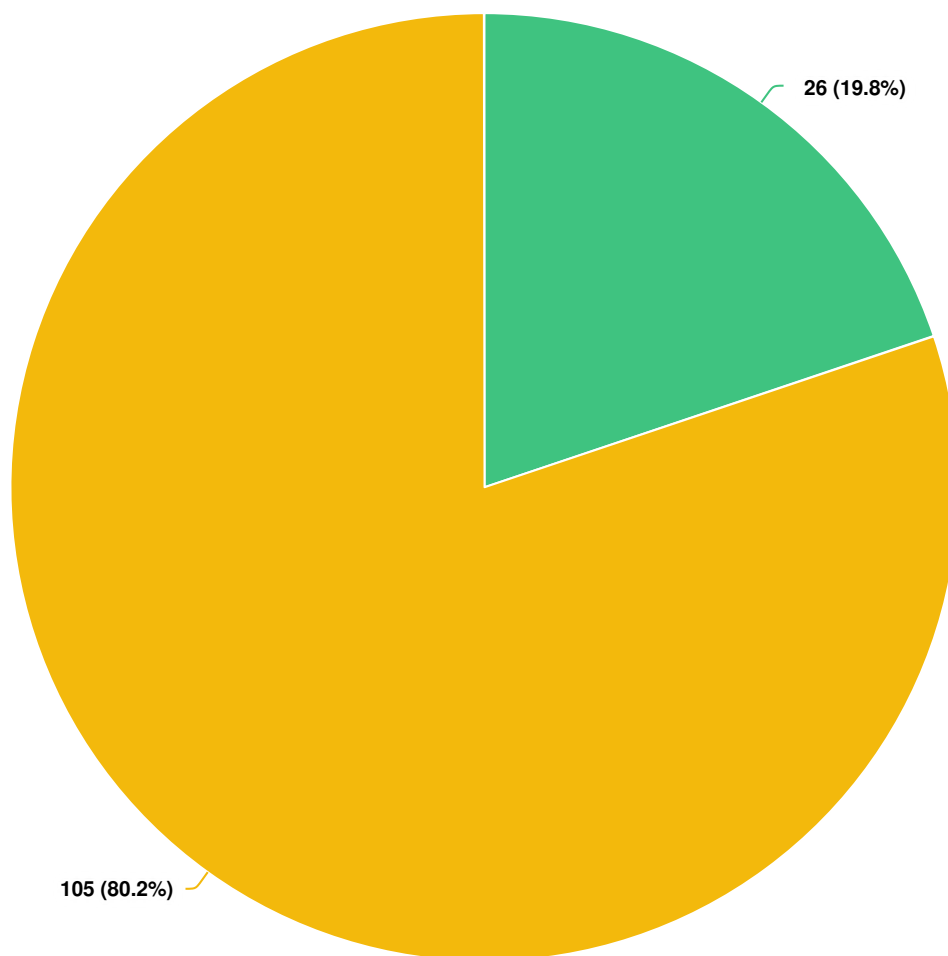
**Question options**

☒ Yes ☐ No ☐ Unsure

Optional question (134 response(s), 0 skipped)

Question type: Radio Button Question

Q6 Did you access a digital version of the Voter's Guide on the City's election website, in any language?



Question options

☒ Yes ☐ No

Optional question (131 response(s), 3 skipped)

Question type: Radio Button Question

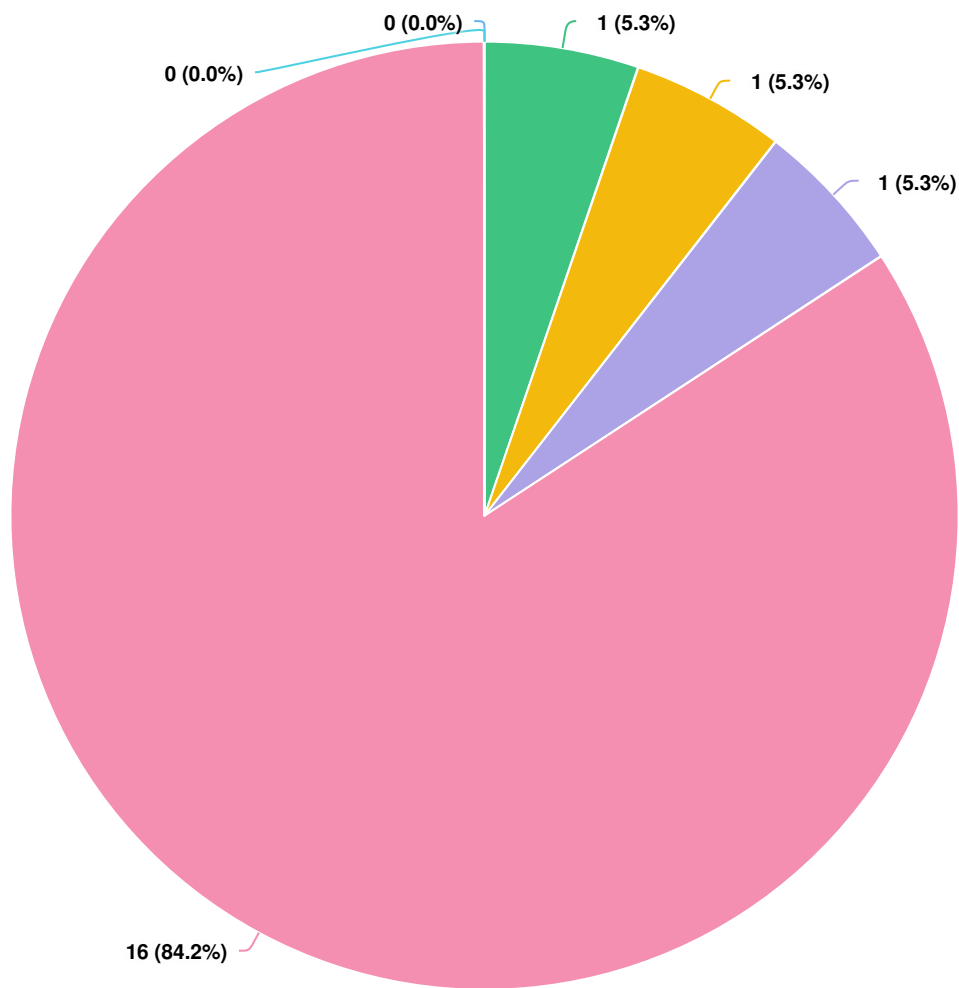
Q7 Which language version(s) of the Voter's Guide did you access? (select all that apply)**Question options**

English Simplified Chinese French Traditional Chinese Korean Punjabi

Optional question (26 response(s), 108 skipped)

Question type: Checkbox Question

Q8 If you accessed the guide in a language other than English, how would you rate the quality of translation of the Voter's Guide?

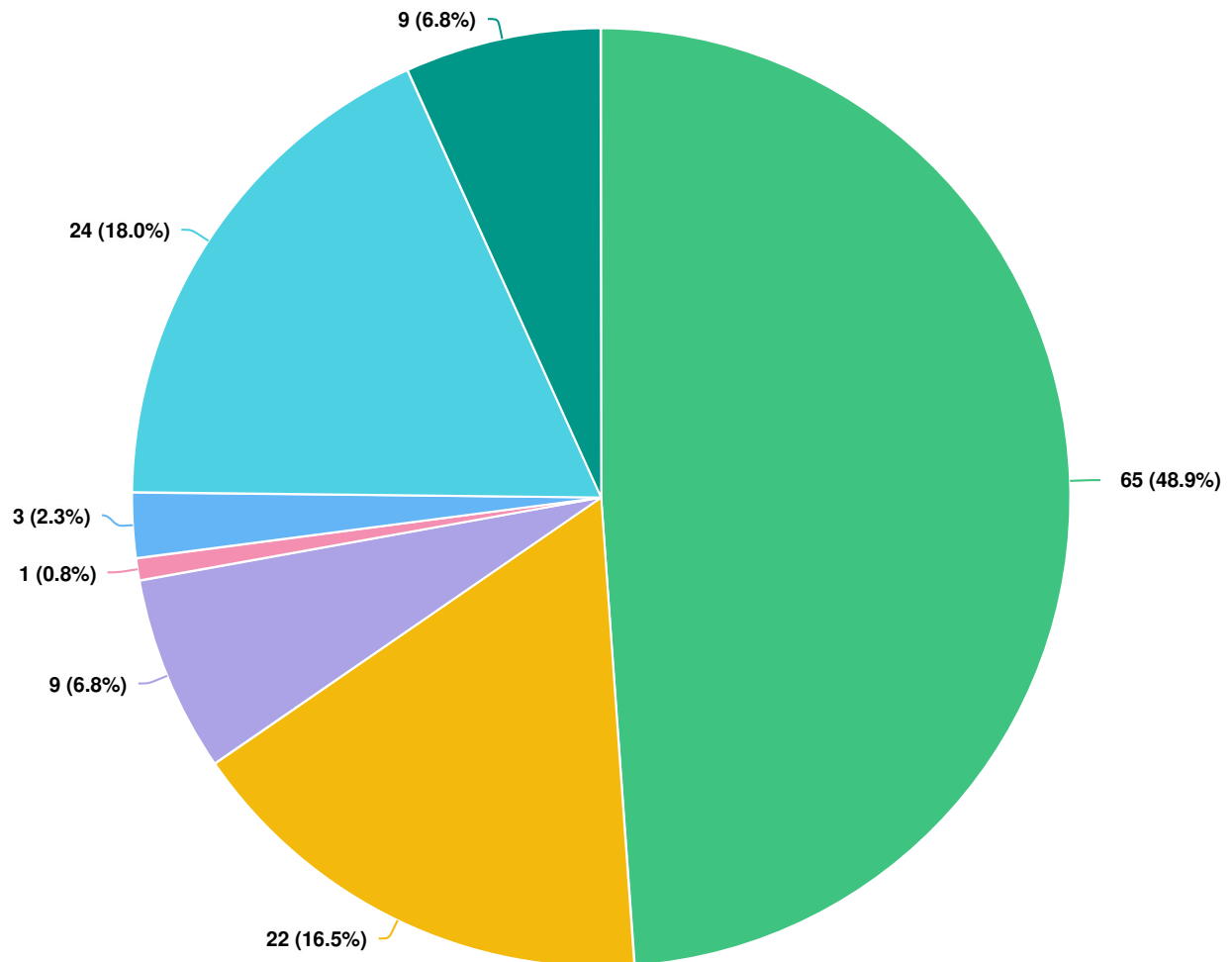


Question options

- Excellent
- Good
- Needs a lot of improvements
- N/A - I only looked at the English version
- Neutral
- Needs some improvements

Optional question (19 response(s), 115 skipped)
Question type: Radio Button Question

Q9 How did you find the information in the Voter's Guide?

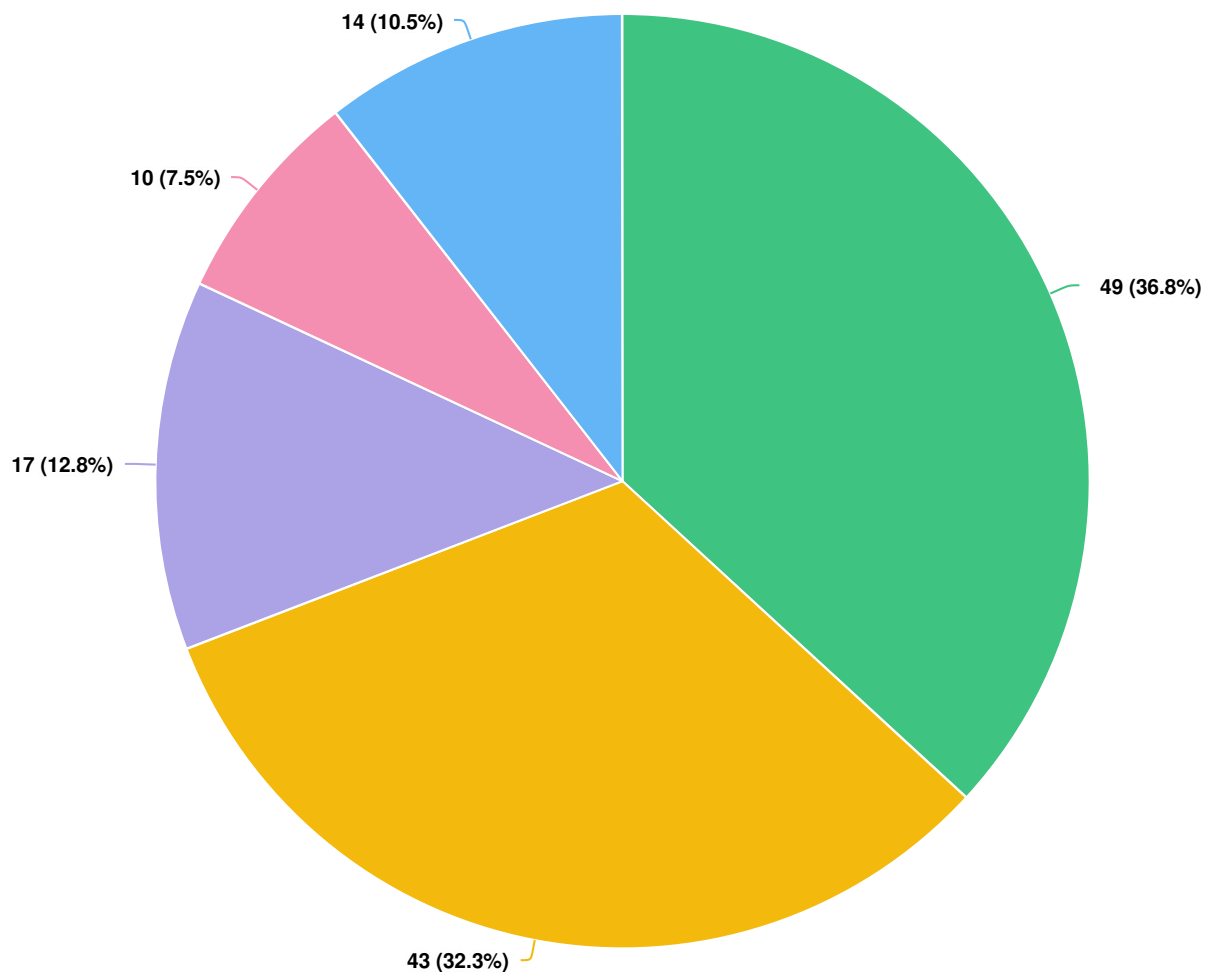


Question options

- Useful
- Somewhat useful
- Neither useful nor irrelevant (neutral)
- Somewhat irrelevant
- Irrelevant
- N/A – I did not review the Voter's Guide
- Other (please specify)

Optional question (133 response(s), 1 skipped)
Question type: Radio Button Question

Q10 The cost to print and mail hard copies of the Voter's Guide to all households in New Westminster was significant. Printing and postage alone cost approximately \$100,000. This does not include costs for staff time, graphic design, translation, etc.W...



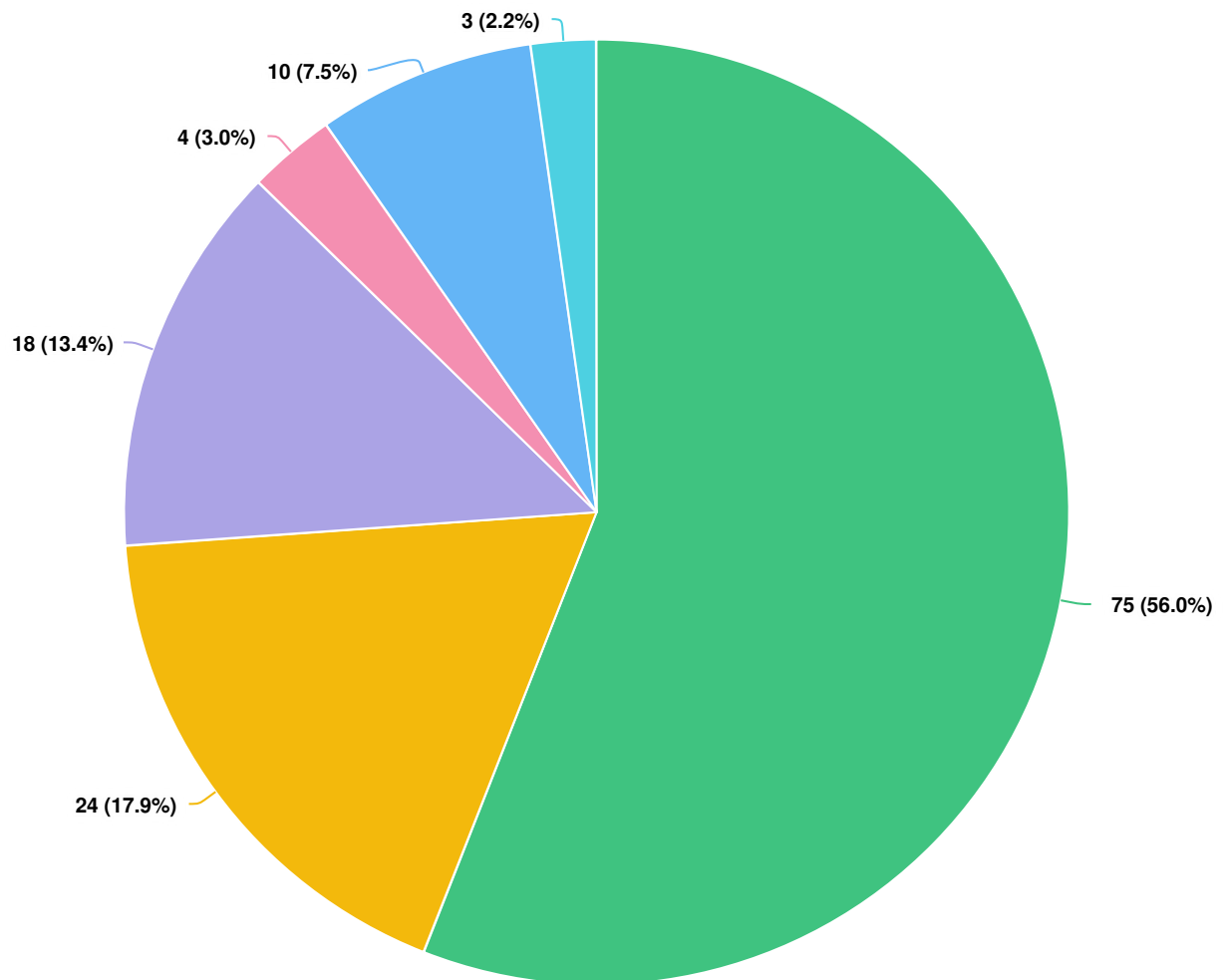
Question options

- ☒ Do the same as this year – print and mail a copy of the guide to every household, and provide digital copies in different languages
- ☐ Produce a similar guide, but only provide printed copies in City facilities and digitally (do not mail to every household)
- ☐ Produce a similar guide, but do not print any hard copies – only make it available digitally
- ☐ I don't think the Voter's Guide is needed and should not be produced at all, either digitally and/or printed
- ☐ Other (please specify)

Optional question (133 response(s), 1 skipped)

Question type: Radio Button Question

Q11 Candidates were asked to submit a 150-word profile for the City's website and included in the Voter's Guide. No specific guidelines for content were provided (other than to include contact information). In other cities, however, candidates were ask...

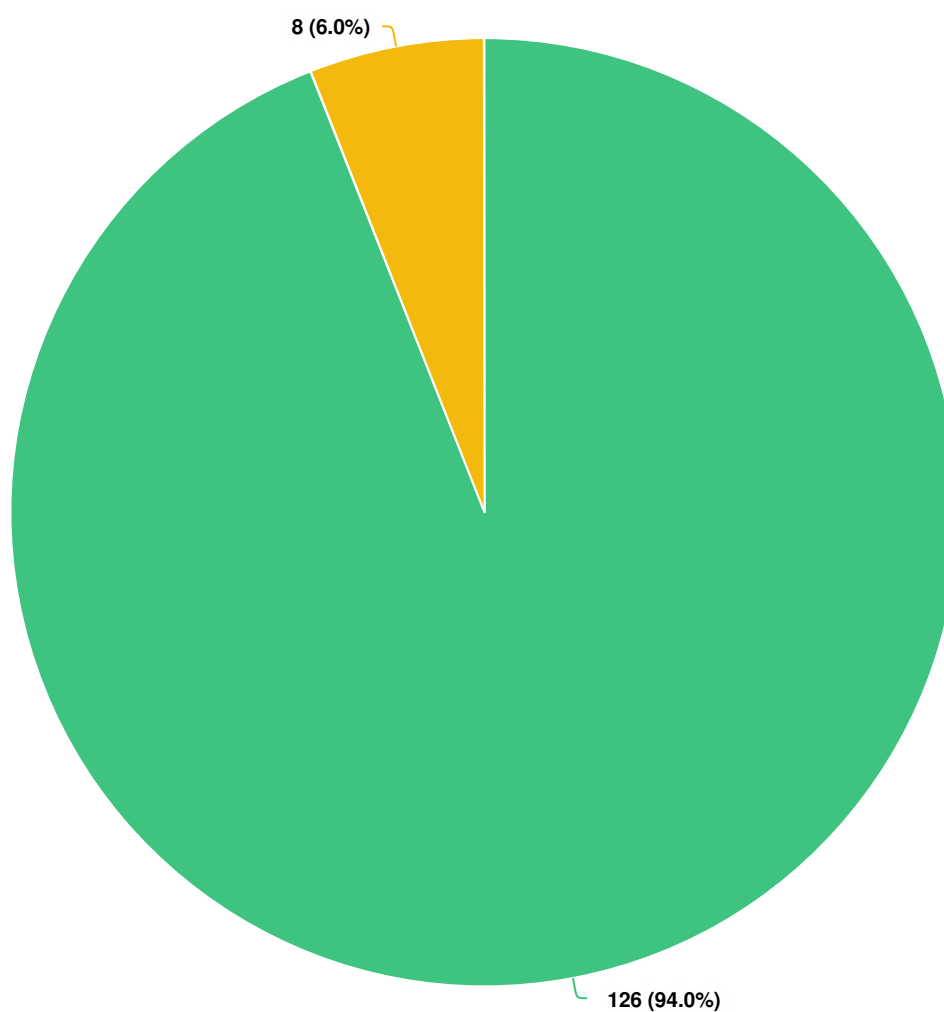
**Question options**

- Support
- Somewhat support
- Neither support nor oppose (neutral)
- Somewhat oppose
- Oppose
- Other (please specify)

Optional question (134 response(s), 0 skipped)

Question type: Radio Button Question

Q12 For the first time this election, the City of New Westminster offered voting by mail. Did you vote by mail?



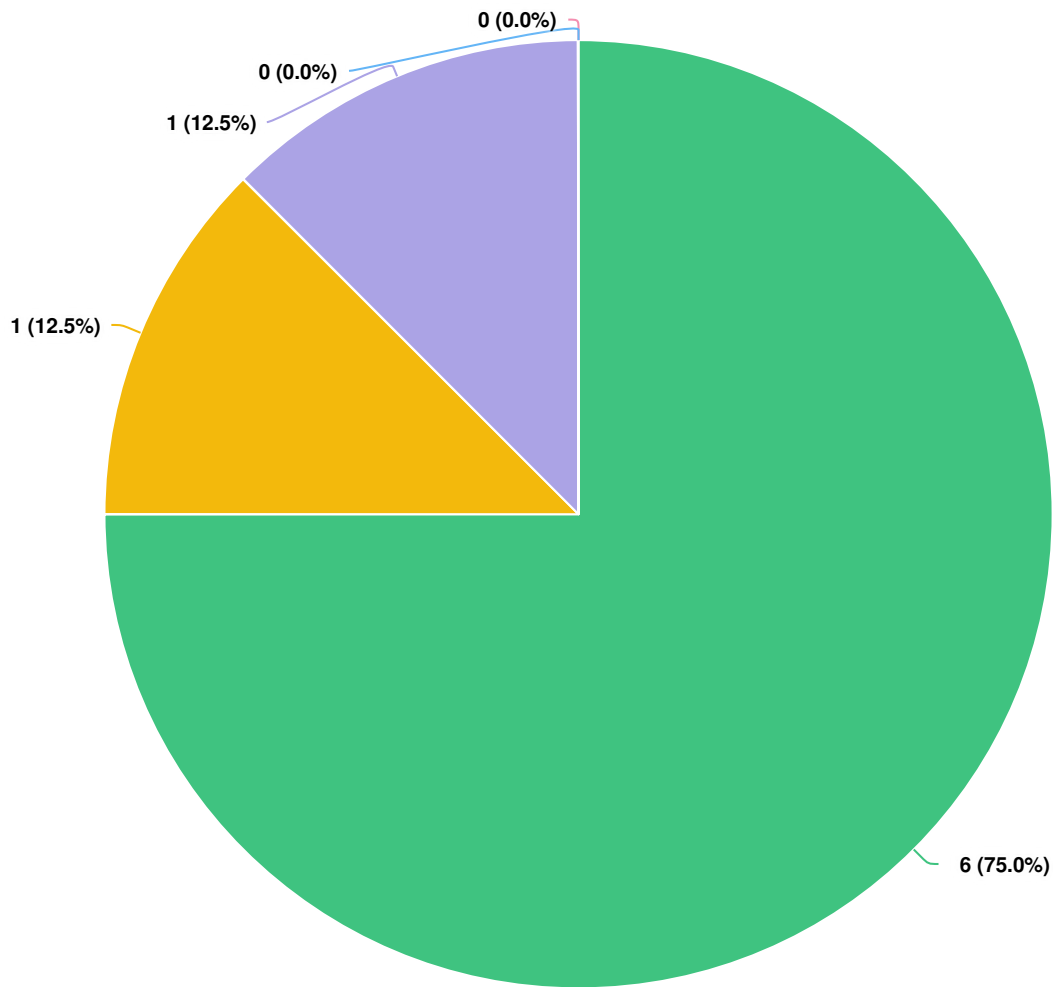
Question options

☐ No ☐ Yes

Optional question (134 response(s), 0 skipped)

Question type: Radio Button Question

Q13 How would you rate the process to vote by mail, including requesting a mail ballot, receiving your mail ballot, completing your mail ballot, and returning your ballot?



Question options

● Easy
 ● Somewhat easy
 ● Neither easy nor difficult (neutral)
 ● Somewhat difficult
 ● Difficult

Optional question (8 response(s), 126 skipped)

Question type: Radio Button Question

Q14 Please share any feedback you have about your vote-by-mail experience.

Screen Name Redacted

11/10/2022 11:00 AM

The staff at City Hall were very friendly and helpful.

Screen Name Redacted

11/11/2022 08:12 AM

Please increase public awareness about the mail-in option. I only found it by looking on the city's election website. More public awareness would probably increase turnout, especially with the pandemic still a concern. Also please increase the timeframe. We ran out of time to return our ballots and had to drop them at City Hall the day of. The application and distribution was good, just need a bit more time to mail them back. Life gets busy.

Screen Name Redacted

11/15/2022 02:42 PM

I loved it. Especially since I live in an apartment building with a Canada Post parcel locker, so I could just drop it off there after completing it and Canada Post picked it up. No hassle. And I prefer to vote by mail anyway.

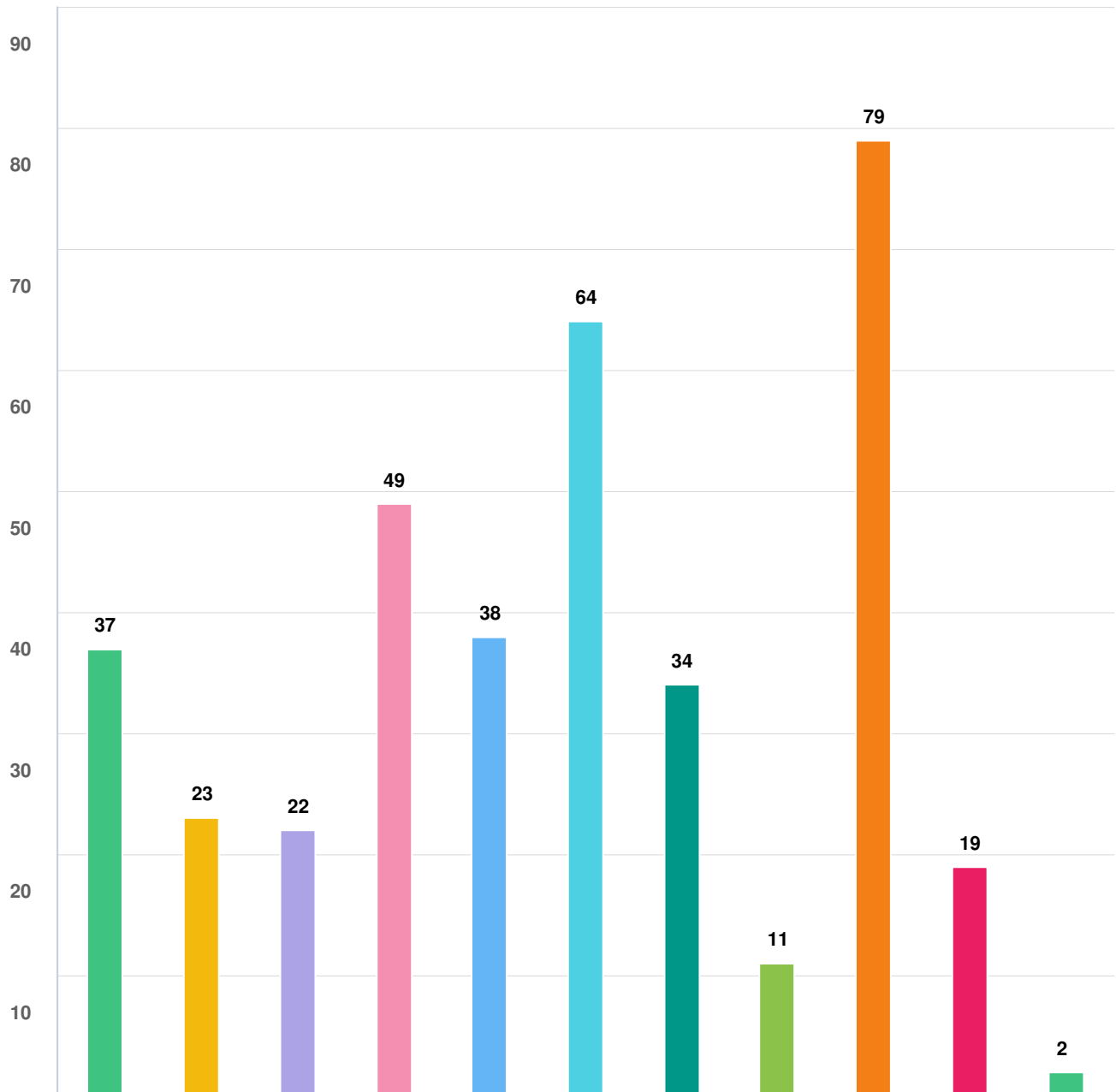
Screen Name Redacted

11/23/2022 10:29 AM

Easy as can be.

Optional question (4 response(s), 130 skipped)**Question type:** Essay Question

Q15 The City shared information about the 2022 Local General Election in many different places, in an effort to increase awareness and encourage residents to vote. Graphics with a distinct colour scheme and branding were used. Here are two examples of ...



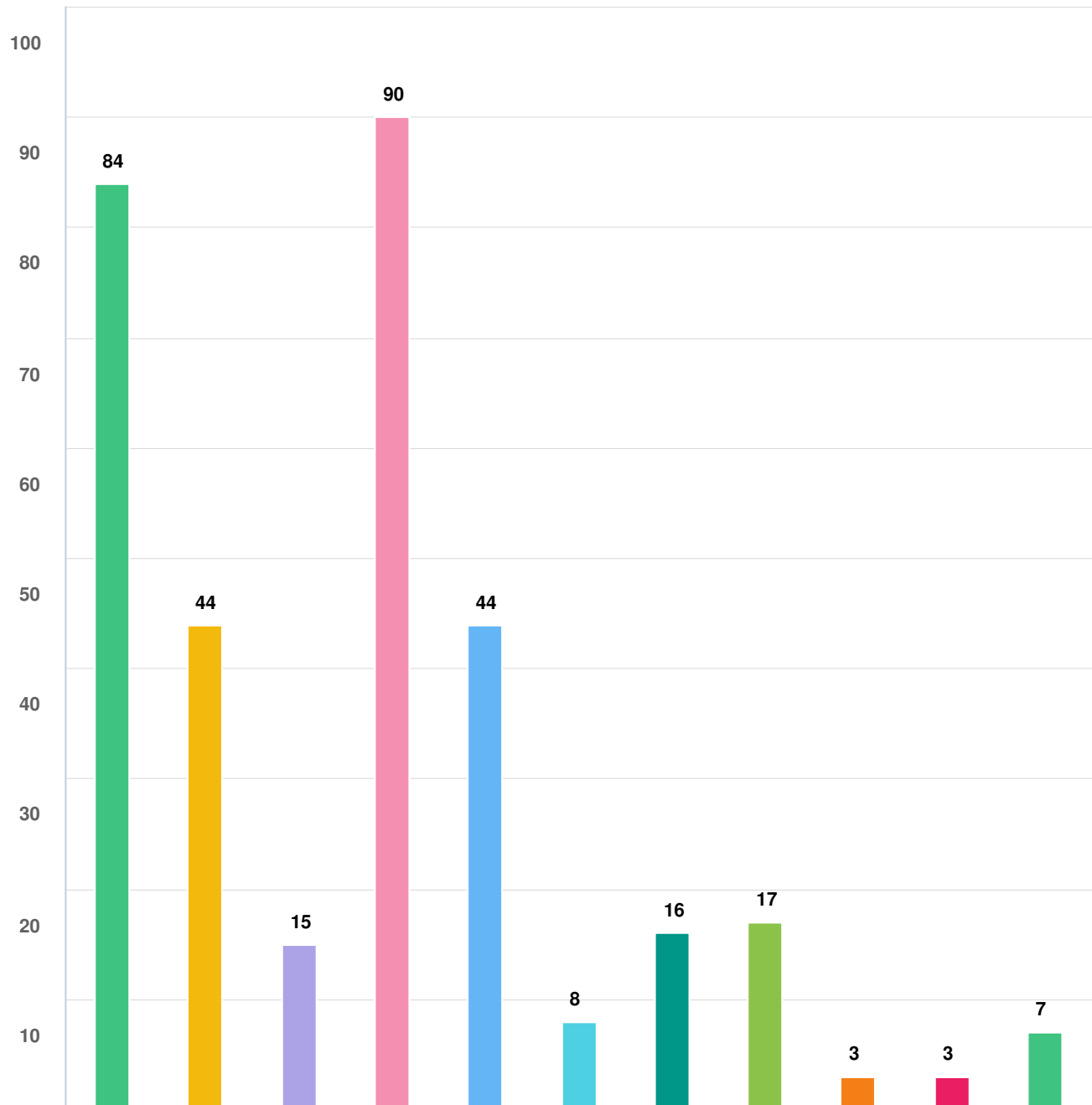
Question options

- In City facilities such as recreation centres, community centres, Century House, etc.
- On bus shelters
- On digital billboards
- On social media (Facebook, Instagram, Twitter, etc.)
- On the City's website
- In the Record newspaper
- In the Anchor e-newsletter
- In CityPage (City e-newsletter)
- On the Voter's Card and/or Voter's Guide I received in the mail
- I don't remember seeing this anywhere
- Other (please specify)

Optional question (134 response(s), 0 skipped)

Question type: Checkbox Question

Q16 What are the top three ways you usually access local news and information? Select up to three. If you only access information in one or two ways, you can select fewer than three answers.



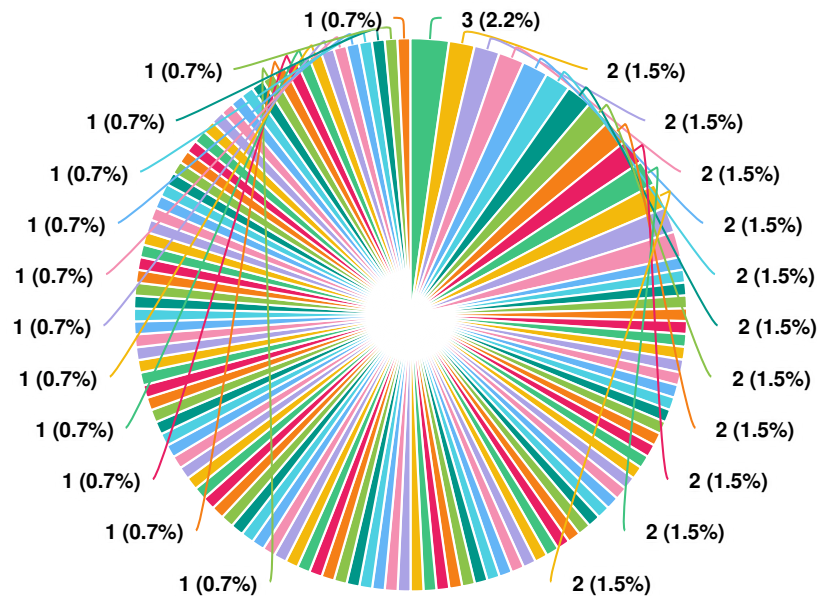
Question options

- Social media
 ● City's website
 ● Other websites
 ● Record newspaper
 ● Anchor e-newsletter
- CityPage (City e-newsletter)
 ● Posters around town (for example, taped to light poles, on bulletin boards, etc.)
- In City facilities such as recreation centres, libraries, community centres, Century House, etc.
 ● On bus shelters
- Digital billboards
 ● Other (please specify)

















































Optional question (134 response(s), 0 skipped)

Question type: Checkbox Question

Q17 | What's your postal code?



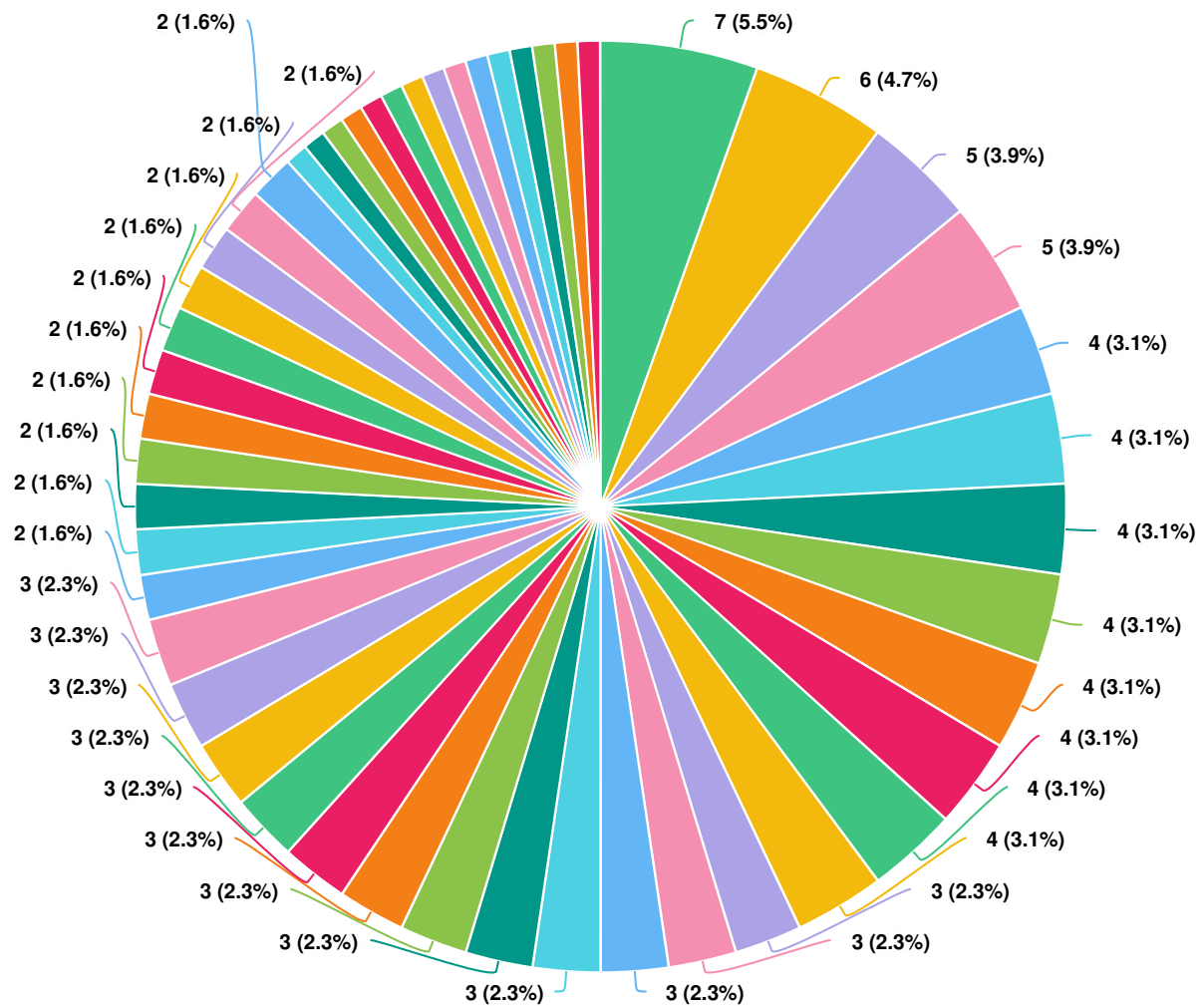
Question options

- | | | |
|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
|  New Westminster, BC, V3M2E6 |  New Westminster, BC, V3M6S2 |  New Westminster, BC, V3L2Z9 |
|  New Westminster, BC, V3L0J3 |  New Westminster, BC, V3M1W4 |  New Westminster, BC, V3M3Y2 |
|  New Westminster, BC, V3L2A6 |  New Westminster, BC, V3M1T3 |  New Westminster, BC, V3M6R1 |
|  New Westminster, BC, V3M0J6 |  New Westminster, BC, V3M4C7 |  New Westminster, BC, V3M3M5 |
|  New Westminster, BC, V3M6E2 |  New Westminster, BC, V3M2N6 |  New Westminster, BC, V3L3J4 |
|  New Westminster, BC, V3L3L5 |  New Westminster, BC, V3L2K3 |  New Westminster, BC, V3L4P8 |
|  New Westminster, BC, V3L5P9 |  New Westminster, BC, V3L5W1 |  New Westminster, BC, V3L0E9 |
|  New Westminster, BC, V3L4X3 |  New Westminster, BC, V3M3E7 |  New Westminster, BC, V3L0J9 |
|  New Westminster, BC, V3L3T6 |  New Westminster, BC, V3M3W5 |  New Westminster, BC, V3M6C5 |
|  New Westminster, BC, V3L3L2 |  New Westminster, BC, V3L0H9 |  New Westminster, BC, V3M1V8 |
|  New Westminster, BC, V3M6J6 |  New Westminster, BC, V3M1C5 |  New Westminster, BC, V3M4C8 |
|  New Westminster, BC, V3L0H6 |  New Westminster, BC, V3M4E8 |  New Westminster, BC, V3M3C4 |
|  New Westminster, BC, V3L0G9 |  New Westminster, BC, V3L1H1 |  New Westminster, BC, V3L0B7 |
|  New Westminster, BC, V3L1L5 |  New Westminster, BC, V3L4B5 |  New Westminster, BC, V3M4A5 |
|  New Westminster, BC, V3M3V6 |  New Westminster, BC, V3L4K4 |  New Westminster, BC, V3L1B9 |
|  New Westminster, BC, V3L1V6 |  New Westminster, BC, V3M3N3 |  New Westminster, BC, V3M0H8 |

▲ 1/3 ▼

Mandatory Question (134 response(s))
Question type: Region Question

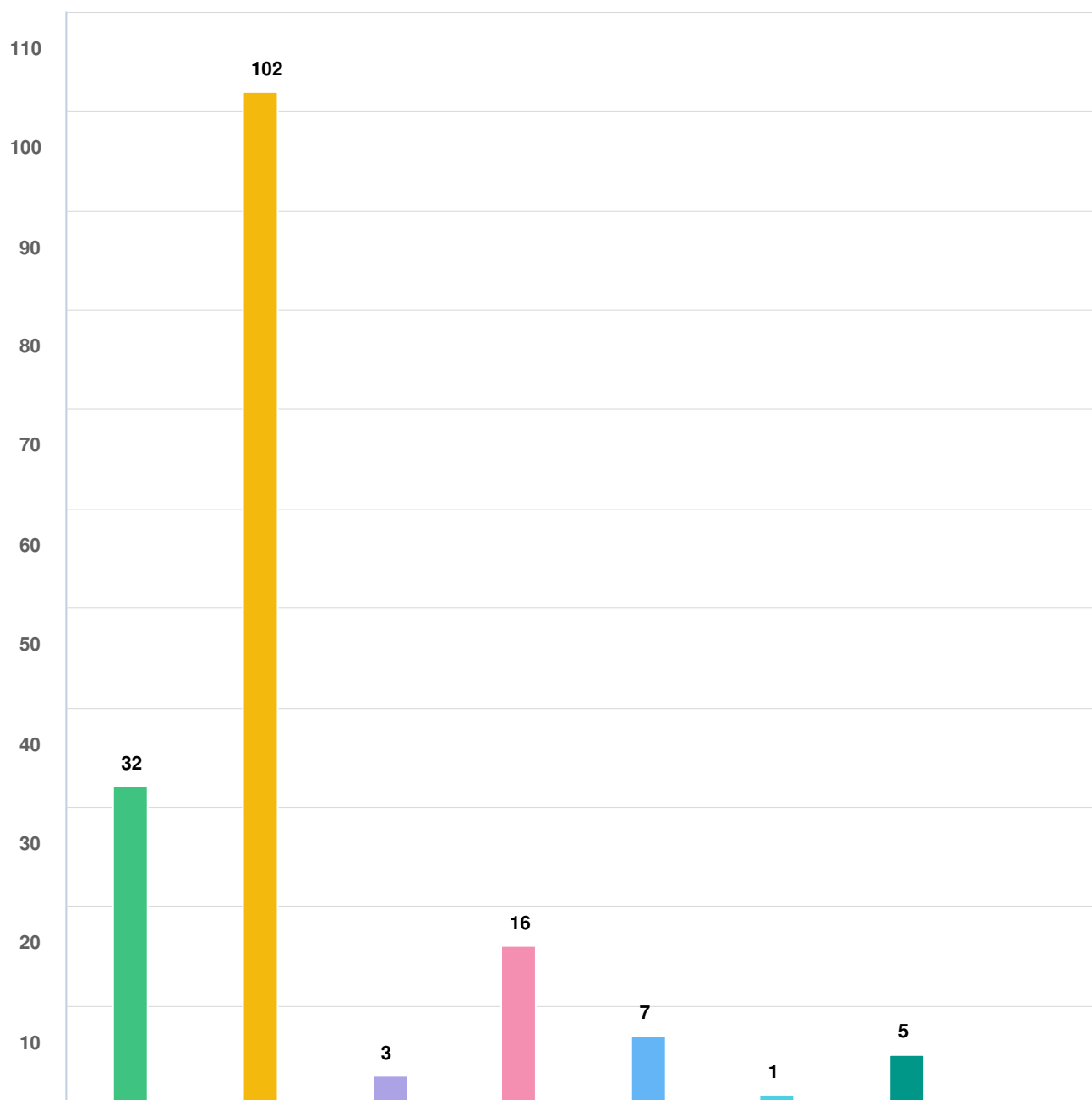
Q18 What's your year of birth?



Question options

1954	1975	1987	1983	1994	1984	1990	1980	1949	1968
1964	1969	1982	1972	1976	1974	1952	1981	1953	1963
1979	1955	1959	1989	1988	1967	1985	1965	1978	1957
1951	1992	1961	1997	1970	1962	1973	1966	1986	1977
1971	1958	1944	1950	1956	1936	1946	1942	1996	1995

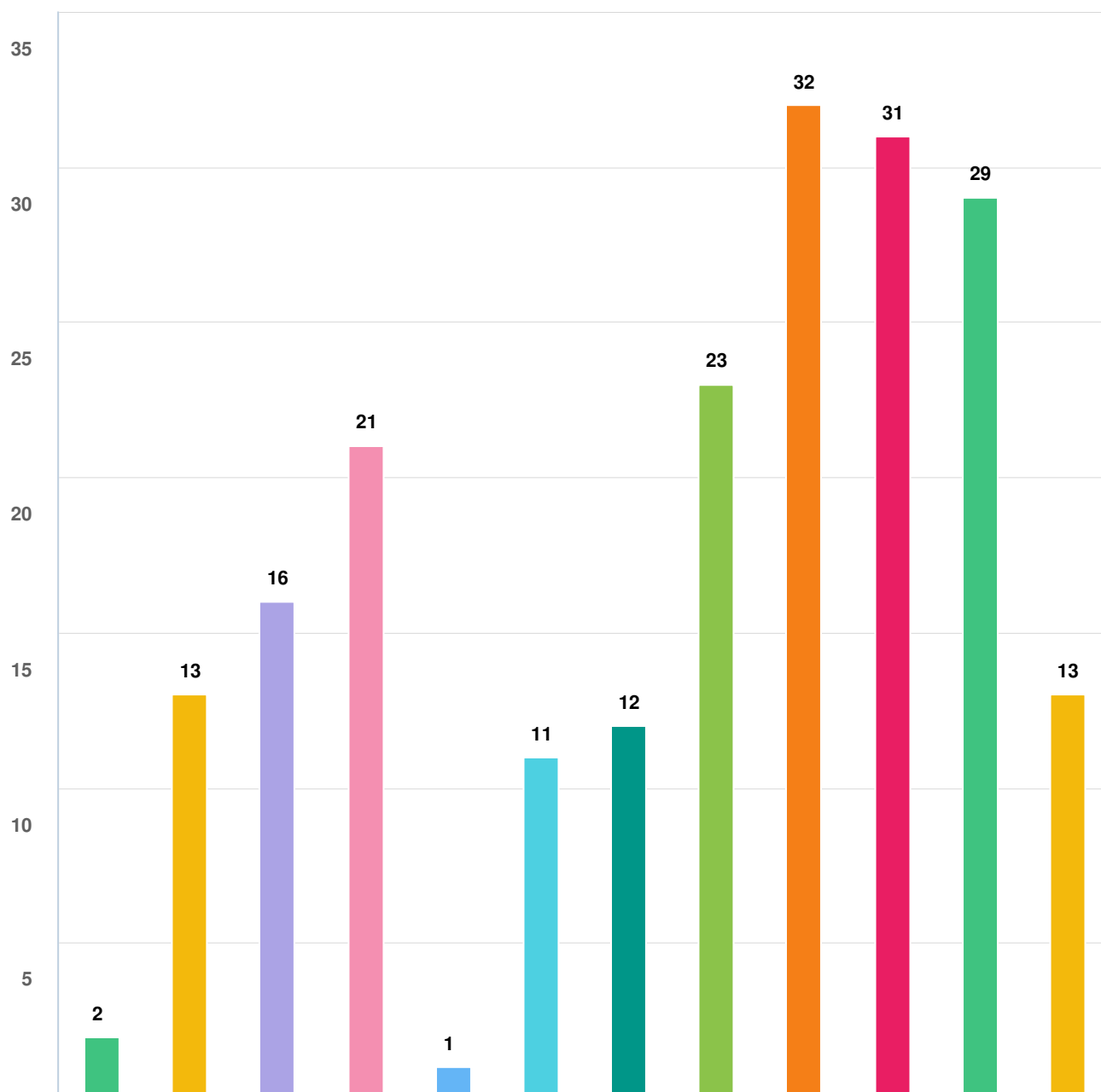
Optional question (128 response(s), 6 skipped)
Question type: Date Question

Q19 What are your connections to New Westminster? Select all that apply.

Question options

- Residential tenant (renter) in New West
 ● Residential property owner (condo, townhouse, house, etc.) in New West
- Student in New West
 ● Employee in New West
 ● Business owner in New West
- Commercial (including rental buildings) / industrial property owner in New West
 ● Other (please specify)
- Under-housed or unhoused (having inadequate or unstable housing, at risk of experiencing homelessness, experiencing hidden homelessness – i.e. couchsurfing, or unsheltered) in New West

Mandatory Question (134 response(s))

Question type: Checkbox Question

Q20 OPTIONAL – More information about you. Select all that apply.

Question options

- I identify as Indigenous
 ● I identify as a person of colour and/or part of a racialized group
 ● I identify as LGBTQ2S+
- I was born outside of Canada
 ● I moved to Canada within the last 5 years
 ● English is not my first language
- I'm a member of a low-income household and/or I experience affordability challenges
- I or someone in my household has a disability
 ● There are children (under age 18) in my household
- There are seniors in my household
 ● None of the above
 ● Prefer not to say

Optional question (130 response(s), 4 skipped)

Question type: Checkbox Question