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**The Report of the  
Chief Electoral Officer  
on the  
2011 Provincial Enumeration  
and  
Monday, April 23, 2012  
Provincial General Election  
of the  
Twenty-eighth Legislative Assembly**





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November 1, 2012

Mr. David H. Xiao, Chairman  
Standing Committee on Legislative Offices  
Legislature Annex  
Edmonton, Alberta  
T5K 1E4

Dear Mr. Xiao:

I have the privilege to submit to you the Report of the Chief Electoral Officer on the 2011 Provincial General Enumeration and the April 23, 2012 Provincial General Election, in accordance with section 4(5) of the *Election Act*.

An overview of the Senate Nominee Election, held in conjunction with the Provincial General Election, has also been included. Additional detail will be provided in the Report of the Chief Electoral Officer on the 2012 Senate Nominee Election.

Should you require any additional information or clarification on anything contained in the Report, I would be pleased to respond.

Sincerely,

A handwritten signature in black ink, appearing to read "O. Brian Fjeldheim".

O. Brian Fjeldheim  
Chief Electoral Officer



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## Remarks of the Chief Electoral Officer

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I have had the honour and the privilege to serve in the role of Chief Electoral Officer for three Provincial General Elections. This role has been the culmination of a 24-year career in election administration.

I have seen the technology increase exponentially: from the days when enumerators armed with “restaurant pads” typed up their own List of Electors on manual typewriters to our current practice of remote online data entry using a comprehensive election management system.

Societal norms have similarly changed at a rapid pace. Posting of Lists of Electors on telephone poles is no longer the accepted practice that it once was. The requirement of acquiring and safeguarding the personal information used to create Lists of Electors has added a whole new dimension to the complexity of election planning.

Maintenance of the Register of Electors has become a focal point of election administration and is currently the largest functional area within the Office of the Chief Electoral Officer. Given the viability of the traditional door-to-door enumeration process, that trend is likely to continue.

While technology has changed, the overarching principles that make my role so rewarding have not. The focus on inclusion, fairness, integrity and effectiveness continue to guide our service delivery to support the democratic participation of all Albertans. I am proud to say that services have continued to improve and currently provide electors with a broader array of voting opportunities than ever before. The *Election Act* provides a means for all interested electors to participate in selecting their Members of the Legislative Assembly.

Means of communicating with electors continue to expand. In 2012, election communications included social media along with direct mail notices, newspaper advertisements, radio announcements, website advertisements, telephone call centres and email response systems, while maintaining personal, walk-in service through returning officers' offices.

Expanded communications designed to remove administrative barriers may have had an effect on voter turnout: for the first time since 1993, the voter turnout increased. This reverses a trend that is prevalent across virtually all mature democracies and Albertans are to be commended for their role in this significant achievement. Special thanks are due to the registered political parties, candidates, official agents, scrutineers and all others who helped to engage the electorate.

The demands of my role are met through the combined efforts of thousands of dedicated Albertans, including a small but talented group of permanent staff at Elections Alberta. They worked tirelessly to prepare for and support the 2011 enumeration and 2012 election process, and I owe each of them a debt of gratitude for their professionalism and commitment.

They are joined by staff in our partner agencies who assisted with the provision of data, development of communication resources, support of information technology systems and staffing of public call centres. Our electoral events added to their already full-time responsibilities and they rose to the challenge.

Returning officers and their staff members were tasked with the formidable challenge of conducting electoral events from the front lines. The effective conduct of the election is a tribute to their commitment in preparing for the event and managing the numerous challenges that each day brought. As always, I was struck by their work ethic and respect for the electors served.

In addition, I would like to formally acknowledge the thousands of Albertans who took time from their busy schedules to serve their neighbours in one of the many positions that are essential to the smooth administration of the election. I am grateful for their willingness to accept these jobs that truly put democratic principles into action.

I am pleased and proud to have served my province in the company of this fine group of Albertans.

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal tail stroke extending to the right.

O. Brian Fjeldheim  
Chief Electoral Officer



# 2011 PROVINCIAL GENERAL ENUMERATION

## Overview

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The Register of Electors is an electronic database containing elector and address information, which is continuously updated and used to prepare Lists of Electors, when required. It was originally established in 1996 and has been updated since the 2001 General Election through elector-initiated requests, enumeration activities and use of information provided by several public agencies, in accordance with sections 13.1 and 13.2 of the *Election Act*.

The public agencies that provide data for use in updating the Register of Electors include:

- Elections Canada, which provides data from the National Register of Electors, with updates from Canada Revenue Agency (income tax returns), Citizenship and Immigration and Canada Post's National Change of Address files
- Service Alberta, which provides address updates for registered electors who hold Alberta driver's licences and Alberta identification cards
- Service Alberta, which also provides vital statistics data to facilitate the deletion of deceased electors
- Alberta Health, which provides address updates for registered electors covered by the health insurance plan

These updates were complemented by data collected by Voterlink, the secure online registration system introduced in November 2007, which is available at [www.voterlink.ab.ca](http://www.voterlink.ab.ca). The system allows electors to add and update their own elector information to ensure accuracy and timeliness of personal information on the Lists of Electors.

The Register was further updated through a door-to-door enumeration in the period from August 26 to September 19, 2011 under the authority of section 13.1(2)(a) of the *Election Act*. Approximately 5,500 enumerators were recruited, trained and supervised in the door-to-door collection of enumeration data from electors across the province.

Following the integration of available updates, Lists of Electors were provided to registered political parties, in accordance with section 18(1)(b) of the *Election Act*. Lists of Electors were made available in October 2011, in both paper and electronic format.

## Key Dates

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The enumeration calendar highlighted the following key dates:

May to June 2010	Recruitment of returning officers on proposed electoral division boundaries
September 2010 to May 2011	Preparation of the mapping resources and Lists of Electors
May 2011	Distribution of Lists of Electors to registered political parties
December 2, 2010	Enactment of new electoral divisions through revisions to the <i>Electoral Divisions Act</i>
August 26 to September 19, 2011	Door-to-door enumeration across Alberta
September 24, 2011	Revisions to the Lists of Electors accepted by returning officers
September 20 to October 6, 2011	Data entry of updated elector records
October 2011	Distribution of Lists of Electors to registered political parties

## Appointment of Returning Officers

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The Chief Electoral Officer appointed returning officers following a legislative change to the appointment process. These election officers were hired for the province's 87 electoral divisions through open, merit-based competitions.

## **Preparation of the Mapping Resources and Lists of Electors**

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Elector information was collected based on the boundaries described in the *Electoral Divisions Act*. The *Act* was amended following the independent review of the 2009/2010 Alberta Electoral Boundaries Commission and the December 2, 2010 acceptance of the revised electoral division boundaries by the Legislative Assembly. Following this process, Alberta's electoral map showed an increase of four electoral divisions, for a total of 87 electoral divisions across the province.

The new electoral division boundaries defined by the *Electoral Divisions Act* necessitated a major review and readjustment of Alberta's electoral map. All electoral division boundaries were changed from those in effect at the 2008 General Election. Following training in September 2010, returning officers received their new electoral division maps. They reviewed over 5,650 polling subdivisions and revised them, where necessary. The majority of polling subdivision boundaries had to be revised due to changed electoral division boundaries and growth within the province.

Polling subdivision boundaries were established to best accommodate the majority of electors on polling day. Issues such as clarity, accessibility, distances, normal travel patterns and polling place potential were considered.

Returning officers were also responsible for the review, and necessary revision, of Lists of Electors generated by Elections Alberta on the new polling subdivision boundaries. This was a major challenge due to significant growth and the inconsistency of addressing formats across the province. Ongoing efforts will focus on the consolidation of newly created civic addresses and legal land descriptions, or other geographic descriptions in rural areas, to maintain the accuracy and currency of address information in the Register of Electors over time.

The review of mapping resources and Lists of Electors concluded in May 2011. At that time, revised polling subdivision maps and Lists of Electors based on the reconfigured boundaries were provided to registered political parties in accordance with section 18(1)(c) of the *Election Act*.

## **Timeline**

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Returning officers received enumeration training in July 2011. They began to plan for management of the activity and recruited staff following their training. Returning officers showed a great deal of ingenuity in recruitment: local service agencies, social clubs, community groups, employee associations, religious organizations and staff from previous electoral events were contacted. Returning officers with a surplus of personnel provided names to their colleagues to ensure a full staff complement in all electoral divisions.

Approximately 5,500 enumerators collected information from over 1.2 million residences in the province between August 26 and September 19, 2011. In some areas, enumerators achieved 100% coverage: contact was made at every residence in the polling subdivision.

Electors who were missed during the enumeration had additional opportunities to be added to the Register of Electors. They were able to contact the enumerator responsible for their area or could contact the returning officer directly to be added to the Register on September 24, 2011, the revisions date for the enumeration.

Data entry of the updated elector information commenced immediately following the conclusion of the enumeration. Over 800 data entry operators used secure Internet connections to update the Register of Electors from the hard-copy enumeration records over a 17-day period from September 20 to October 6, 2011. Enumerators and returning officers reviewed the data input to ensure that all elector information had been entered accurately and consistently.

## **Conduct of the Enumeration**

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Register of Electors information was supplied to enumerators on preprinted enumeration records for use in confirming, revising, deleting and adding elector information. In new areas and other situations where previous elector information was not contained in the Register, available civic address information was preprinted onto the enumeration records. This reduced the requirement for information collection and helped to ensure accuracy and thorough coverage.

Enumerators carried a translation sheet which explained the purpose of their visit in fourteen different languages. This proved extremely useful in overcoming language barriers to collect information.

The enumeration goal was to make contact with 100% of the residences across the province and to collect elector information from 90% of electors. The variance in the targets established for contact takes into account the fact that a certain percentage of electors choose not to be included on the List of Electors. This was a lofty goal, given the increasing challenges of conducting a door-to-door enumeration in this province.

Data was collected by enumerators who contacted each residence at least three times, if necessary. Electors who were not contacted were left a “We Missed You” card asking them to contact the enumerator to arrange for inclusion in the Register of Electors. After September 19, electors who were away during the enumeration also had the option of updating their elector record online using Voterlink.

Thanks to the dedication and commitment of 5,500 enumerators and the returning officers who supported them, residents of over 86% of the province’s 1.5 million residences received a visit from an enumerator. In many cases, residences were visited on several occasions in an effort to collect personal information from electors (i.e. those who are Canadian citizens and who, as of October 3, 2011, were at least 18 years of age, and ordinarily resident in Alberta for six months). The October 2011 List of Electors contained information from 2,066,026 electors.

Electors who provided information were left a “Thank You” card which advised them of the purpose of the data collection, including a notice that their information could be shared with municipal and federal electoral agencies for electoral purposes. The cards

also provided the returning officer's name and telephone number to give electors the opportunity to ask questions or voice concerns.

Some electors did not provide information to enumerators, to the returning officer during the revisions day, or online via Voterlink. The "We Missed You" card left at the door clearly explained that their information would not appear in the Register nor on subsequent Lists of Electors, until the elector provided the necessary information. An exception was made in 331 polling subdivisions, where the enumeration coverage was significantly below the 90% target. In those cases, electors' names were not deleted and appeared on the List of Electors. A detailed breakdown of the contact rate, by electoral division, appears in Table 1 entitled *Contacts*, which follows.

Electors who were missed and had their names removed from the Register of Electors had the option to register online or add their names to the List of Electors during the subsequent election period, or in conjunction with voting.

**Table 1: Contacts**

<b>Electoral Division</b>	<b>Residences in the Electoral Division</b>	<b>Residences contacted during Enumeration</b>	<b>Residences confirmed in low and no-contact areas</b>	<b>Elector Count October 2011</b>	<b>Enumeration Coverage*</b>
1 Dunvegan-Central Peace-Notley	9,957	8,721	0	13,702	87.59%
2 Lesser Slave Lake	11,202	6,801	3,241	15,269	89.64%
3 Calgary-Acadia	15,761	14,246	0	23,941	90.39%
4 Calgary-Bow	16,949	13,988	0	22,731	82.53%
5 Calgary-Buffalo	30,601	18,980	3,189	17,709	72.45%
6 Calgary-Cross	15,301	12,156	497	22,822	82.69%
7 Calgary-Currie	23,922	17,609	866	24,123	77.23%
8 Calgary-East	18,469	15,539	378	25,155	86.18%
9 Calgary-Elbow	23,422	19,504	0	27,535	83.27%
10 Calgary-Fish Creek	15,168	13,180	129	25,358	87.74%
11 Calgary-Foothills	14,239	13,112	0	27,041	92.09%
12 Calgary-Fort	19,199	12,790	2,274	20,385	78.46%
13 Calgary-Glenmore	20,686	18,897	172	31,133	92.18%
14 Calgary-Greenway	13,230	10,438	464	21,524	82.40%
15 Calgary-Hawkwood	17,293	17,133	0	31,262	99.07%
16 Calgary-Hays	15,566	13,071	239	24,508	85.51%
17 Calgary-Klein	20,878	17,291	147	24,799	83.52%
18 Calgary-Lougheed	17,416	15,917	0	26,723	91.39%
19 Calgary-Mackay-Nose Hill	15,846	12,879	708	25,346	85.74%
20 Calgary-McCall	13,506	12,127	274	19,478	91.82%
21 Calgary-Mountain View	24,226	14,715	4,913	20,517	81.02%
22 Calgary-North West	16,634	15,656	0	27,399	94.12%
23 Calgary-Northern Hills	18,748	15,707	665	28,602	87.33%
24 Calgary-Shaw	16,261	14,437	0	26,521	88.78%
25 Calgary-South East	19,610	16,452	302	26,122	85.44%
26 Calgary-Varsity	19,316	14,388	2,084	24,427	85.28%
27 Calgary-West	15,520	13,771	0	24,413	88.73%
28 Edmonton-Beverly-Clareview	20,381	17,157	186	25,791	85.09%
29 Edmonton-Calder	19,811	14,831	1,559	23,683	82.73%
30 Edmonton-Castle Downs	16,808	14,645	0	26,641	87.13%
31 Edmonton-Centre	30,849	16,949	6,017	17,622	74.45%
32 Edmonton-Decore	16,435	14,039	0	25,169	85.42%
33 Edmonton-Ellerslie	16,281	14,345	0	23,119	88.11%
34 Edmonton-Glenora	21,239	14,927	1,543	22,512	77.55%
35 Edmonton-Gold Bar	20,570	17,670	0	28,040	85.90%
36 Edmonton-Highlands-Norwood	23,902	16,299	2,492	20,776	78.62%
37 Edmonton-Manning	16,707	13,509	355	24,381	82.98%
38 Edmonton-McClung	15,509	13,154	0	23,681	84.82%
39 Edmonton-Meadowlark	17,332	15,212	0	23,581	87.77%
40 Edmonton-Mill Creek	13,983	11,475	439	20,960	85.20%
41 Edmonton-Mill Woods	15,519	13,750	0	22,455	88.60%
42 Edmonton-Riverview	19,217	15,843	445	24,236	84.76%
43 Edmonton-Rutherford	17,455	14,836	0	23,209	85.00%
44 Edmonton-South West	18,666	15,779	129	24,396	85.22%
45 Edmonton-Strathcona	23,652	15,501	2,858	18,957	77.62%
46 Edmonton-Whitemud	19,287	17,792	0	30,243	92.25%
47 Airdrie	18,558	16,270	0	27,001	87.67%
48 Athabasca-Sturgeon-Redwater	15,717	12,917	1,204	22,341	89.85%
49 Banff-Cochrane	22,053	16,331	1,790	24,101	82.17%
50 Barrhead-Morinville-Westlock	17,164	13,405	1,241	22,754	85.33%

\*Based on the number of residences visited and existing register information.

**Table 1: Contacts**

<b>Electoral Division</b>	<b>Residences in the Electoral Division</b>	<b>Residences contacted during Enumeration</b>	<b>Residences confirmed in low and no-contact areas</b>	<b>Elector Count October 2011</b>	<b>Enumeration Coverage*</b>
51 Battle River-Wainwright	16,466	13,751	961	22,781	89.35%
52 Bonnyville-Cold Lake	14,127	10,623	1,808	17,758	87.99%
53 Cardston-Taber-Warner	14,181	13,648	0	22,970	96.24%
54 Chestermere-Rocky View	15,287	13,953	185	28,587	92.48%
55 Cypress-Medicine Hat	15,539	13,940	0	23,992	89.71%
56 Drayton Valley-Devon	15,620	10,032	3,627	19,213	87.45%
57 Drumheller-Stettler	16,061	14,119	701	22,048	92.27%
58 Fort McMurray-Conklin	9,549	7,630	736	12,272	87.61%
59 Fort McMurray-Wood Buffalo	18,688	14,959	219	18,938	81.22%
60 Fort Saskatchewan-Vegreville	19,302	16,237	309	25,710	85.72%
61 Grande Prairie-Smoky	19,102	14,945	1,379	23,907	85.46%
62 Grande Prairie-Wapiti	20,121	8,702	7,976	22,482	82.89%
63 Highwood	18,415	16,324	264	28,048	90.08%
64 Innisfail-Sylvan Lake	17,835	14,603	359	23,708	83.89%
65 Lac La Biche-St. Paul-Two Hills	13,070	10,787	1,206	17,522	91.76%
66 Lacombe-Ponoka	16,055	13,191	0	22,008	82.16%
67 Leduc-Beaumont	19,958	17,043	441	26,482	87.60%
68 Lethbridge-East	20,173	17,895	0	27,924	88.71%
69 Lethbridge-West	19,595	16,995	96	24,453	87.22%
70 Little Bow	13,187	11,854	192	21,491	91.35%
71 Livingstone-Macleod	19,106	15,916	473	24,379	85.78%
72 Medicine Hat	20,061	18,528	0	26,502	92.36%
73 Olds-Didsbury-Three Hills	18,387	15,171	558	24,709	85.54%
74 Peace River	12,309	10,747	1,160	17,775	96.73%
75 Red Deer-North	19,593	16,385	159	25,431	84.44%
76 Red Deer-South	20,219	18,187	0	29,457	89.95%
77 Rimbey-Rocky Mountain House-Sundre	17,065	15,014	619	24,187	91.61%
78 Sherwood Park	16,172	15,369	0	28,415	95.03%
79 Spruce Grove-St. Albert	19,000	14,183	2,084	28,231	85.62%
80 St. Albert	17,476	15,851	0	29,500	90.70%
81 Stony Plain	16,781	13,374	676	25,375	83.73%
82 Strathcona-Sherwood Park	16,531	14,957	0	29,011	90.48%
83 Strathmore-Brooks	17,397	15,531	0	24,329	89.27%
84 Vermilion-Lloydminster	15,955	12,689	600	20,014	83.29%
85 West Yellowhead	13,855	11,367	265	17,404	83.96%
86 Wetaskiwin-Camrose	18,381	16,324	383	24,589	90.89%
87 Whitecourt-Ste. Anne	15,904	10,465	3,314	20,230	86.64%
<b>Total:</b>	<b>1,542,544</b>	<b>1,257,430</b>	<b>71,550</b>	<b>2,066,026</b>	<b>86.16%</b>

\*Based on the number of residences visited and existing register information.

## Challenges

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Returning officers were collectively responsible to recruit, train and manage over 5,500 enumerators. Recruitment was a greater challenge than in the past, possibly due, in part, to the high employment rate in the province. Mobilizing the necessary workforce was assisted through an ongoing recruitment campaign disseminated by mail, radio, website, newspapers and direct mail, where necessary. Ultimately, success was the result of the creativity and commitment of returning officers, who often found personal community contacts to be the best source for recruitment.

For the first time, returning officers reported a significant challenge relating to the retention of enumerators. Some returning officers had to replace up to 40 of their enumerators. Approximately 845 enumerators vacated their positions, often citing the reason for leaving as the difficulties they experienced in contacting electors, the lengthy driving times in rural areas and other competing personal priorities. This placed additional strain on the returning officers who were required to recruit additional staff, deliver additional training sessions and manage enumerators who were new to the process; all within the time constraints of the enumeration period.

Supervision and support of enumerators was another major challenge. Each returning officer was responsible for up to 95 enumerators, and was required to assess the quality and progress of the data collection throughout the enumeration. Managing this staff complement, particularly in rural electoral divisions where enumerators could be working in centres up to 420 kilometres away, demanded exceptional commitment and time management. Data collection has become increasingly demanding over time, since consistency, completeness and accuracy of various address components are essential to allow for future electronic updates. Enumerators were responsible for collecting more information than in past enumerations. Birth date and gender, along with previous and current address and phone number data is needed, in addition to electors' names.

Ensuring the personal security of both electors and enumerators was another challenge. Each enumerator was provided with unique identification, which was designed to deter unauthorized duplication and to be easily visible to electors. In the interest of elector protection, all enumerators completed a security statutory declaration to confirm they had not been convicted of an indictable offence in the past ten years. Enumerators were provided with specific training on managing the risks while working alone in the community and were instructed to avoid potential high-risk situations. As part of this process, enumerators were required to notify a responsible person of their departure and expected arrival time, and the route to be followed. Regulated standards for persons working alone will be a factor in determining the viability of future enumerations.

Ensuring the security of electors' personal information was another challenge. Preprinted enumeration records contained electors' addresses and names and sometimes included electors' phone numbers, genders and/or birth dates. In times gone by, provision of this type of information was a generally accepted practice. Over time, and with the advent of identity theft, increased attention to the security of personal



information discourages some electors from providing information that is necessary for maintenance of the Register of Electors.

Proper use and protection of electors' personal information was emphasized in the enumeration training and the printed resources provided to all enumerators. In spite of the training and ongoing supervision, records from three polling subdivisions were lost while in the custody of enumerators.

Where records were lost, Elections Alberta immediately hand-delivered notices to the electors who were affected and made arrangements for credit monitoring, on request. The police, the public and Alberta's Information and Privacy Commissioner were notified of the loss. The value of personal information and the inherent challenges in safeguarding elector records for over 6,300 polling subdivisions will be another factor in determining the viability of future enumerations.

Over time, it has become increasingly difficult to contact electors, sometimes because of busy schedules and living environments, and sometimes due to security concerns. Some housing developments, including condominiums, apartments and gated communities, have a responsibility to restrict access to residents. Although section 29 of the *Election Act* authorizes enumerator access, it can be difficult to contact facility managers to arrange for this access.

The enumeration process is a very effective method to collect timely, accurate elector information. The door-to-door visits ensure that no one is overlooked. At the same time, inherent difficulties associated with a door-to-door enumeration are increasing as time goes on. It becomes more challenging with each enumeration to recruit a sufficient number of enumerators and to obtain information from electors. Many electors are reluctant to provide information in spite of the advertising that takes place and the identification carried by enumerators.

It will be necessary to thoroughly assess the viability of future door-to-door enumerations and to examine alternate data collection methods for the preparation of future Lists of Electors.

## Communications

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A broad communications strategy was implemented to support the enumeration process. Five main communication channels were used:

- Mail
- Radio
- Newspaper
- Local signage
- Internet

An enumeration notice was mailed to all residences in Alberta to encourage participation. In addition, signs were placed prominently in neighbourhoods throughout the province announcing that “a provincial enumerator will visit your home”. In recognition of the importance of public cooperation, Albertans were asked to “please help us build a better List of Electors”.

Radio was used as another means of notification. Thirty six-stations were used, and a total of 1,091 advertisements were run across the province. As with the mail-outs and the neighbourhood signs, the radio ads sought to inform electors and encourage their participation.

In accordance with the *Election Act*, advertisements were placed in newspapers of general circulation to inform electors of the enumeration. Albertans were notified of the enumeration timelines and the purpose of the data collection. The advertisements included a telephone number for electors to contact with questions or concerns. Toll-free access was available during the enumeration to assist electors outside of the Edmonton calling area.

Key information was also made available on the Elections Alberta website. Returning officers' contact information was web-posted to provide electors with their local contact.

## **Enumeration Expenses – Fees and Associated Costs**

The following information directly relates to the numbered columns presented on pages 16 to 18 in the table entitled *2011 Enumeration Cost Summary by Electoral Division (Rounded to Nearest Dollar)*.

### **Returning Officer:**

1. Honorarium, basic fee, fee payment for names recorded on List of Electors, attendance at the Chief Electoral Officer's training sessions, training of enumeration officials, revisions to maps and employer contributions.
2. Meals, accommodation and travel.
3. Office and equipment rental, training space rental, telephone expenses, map preparation, printing and miscellaneous costs.
4. Advertising.
5. Support staff and travel.

### **Enumerator:**

6. Basic fee and instruction fee.
7. Fee payment for names and addresses recorded on Lists of Electors.
8. Travel (based on government rate of \$0.505 per kilometer).

### **Data Entry Operator:**

9. Fee payment for names and addresses recorded on Lists of Electors and instruction fee.
10. Expense for use of personal computers, printing and Internet.

## **Enumeration Fees and Expenses Regulation, 2012 (Extract)**

A returning officer may be paid the following:

- (a) a monthly honorarium of \$150;
- (b) a fee of \$1640 for each year in which the register of electors is updated through an enumeration plus \$0.17 per name included on the register of electors;
- (c) a fee of \$200 per day for each day of attendance at a sitting to revise the register of electors prepared following an enumeration;
- (d) a fee of \$200 per day for each day of attendance at training sessions called by the Chief Electoral Officer;
- (e) a fee of \$400 for training staff to conduct an enumeration;
- (i) when required to travel on official business, the rates prescribed in the *Public Service Subsistence, Travel and Moving Expenses Regulation* made under the *Public Service Act*;

- (j) a supplemental fee of \$25 for every 100 km, or portion thereof, travelled in excess of the first 100 km of travel during an enumeration or an election;
- (k) if a returning officer
  - (i) elects to use the returning officer's personal residence as an office, a maximum rental of \$500 per month with a rental period not exceeding 2 months, unless otherwise approved by the Chief Electoral Officer, or
  - (ii) elects to use commercial space as an office, the most economical rate available with a rental period not exceeding 2 months, unless otherwise approved by the Chief Electoral Officer;
- (l) a fee of \$750 for revisions to the electoral division map showing subdivision boundaries and to the register of electors when directed by the Chief Electoral Officer;
- (m) an additional fee of \$750 for the review of the electoral division map and register of electors performed after an Electoral Boundaries Commission Report.

An enumerator may be paid the following:

- (a) a basic fee of \$120;
- (b) a fee of \$1 per name collected or confirmed for the register of electors;
- (c) a fee of \$50 for attending a class of instruction;
- (d) a fee of \$35 for verifying the accuracy of the revised register of electors;
- (e) when required to travel on official business, the rates prescribed in the *Public Service Subsistence, Travel and Moving Expenses Regulation* made under the *Public Service Act*;
- (f) a supplemental fee of \$11 for every 100 km, or portion thereof, travelled in excess of the first 100 km of travel during an enumeration.

A data entry operator may be paid the following:

- (a) a fee of \$17 for every complete poll or equivalent number of names entered;
- (b) a fee of \$0.15 per name included in the list of electors for specific polling subdivisions;
- (c) a fee of \$30 for a self-training session;
- (d) when required to travel on official business, the rates prescribed in the *Public Service Subsistence, Travel and Moving Expenses Regulation* made under the *Public Service Act*.

## 2011 Enumeration Cost Summary

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**Enumeration Fees and Associated Costs** **\$5,559,532**

**Office of the Chief Electoral Officer:**

Freight and Postage	<b>\$247,303</b>
Printing Services	197,727
Temporary Staff - wages and benefits	122,795
Materials and Supplies	115,425
Data Processing Services	110,174
Advertising (Print and Media)	82,643
Contract Services	33,363
Returning Officers' Support and Training	22,666
Telephones and Communications	12,291

**Total Office of the Chief Electoral Officer Costs** **944,387**

**Total Event Expenses** **\$6,503,919**

### Cost Per Voter Breakdown and Comparison

	<u>2004</u>	<u>2011</u>	<u>% Change</u>
Total cost of enumeration	\$ 4,820,932	\$ 6,503,919	35%
Names on the List of Electors	1,931,250	2,066,026	7%
Average cost per name on the List of Electors	\$ 2.50	\$ 3.15	26%

**Table 2: 2011 Enumeration Cost Summary By Electoral Division  
(Rounded to Nearest Dollar)**

Electoral Division	Returning Officer					Enumerator					Data Entry Operator		Total Cost
	1	2	3	4	5	6	7	8	9	10	Fees	Office Expenses	
1 Dunvegan-Central Peace-Notley	5,059	1,663	2,832	2,717	1,431	8,110	13,892	20,372	3,005	816	59,895		
2 Lesser Slave Lake	4,662	7,604	2,768	2,717	171	8,905	9,188	7,673	2,660	731	47,080		
3 Calgary-Acadia	6,820	636	2,705	2,717	248	13,685	23,974	16	4,988	1,139	56,929		
4 Calgary-Bow	6,934	874	1,758	2,717	376	13,235	22,326	301	4,810	1,105	54,436		
5 Calgary-Buffalo	6,600	254	1,465	2,717	154	13,210	15,667	2,296	4,210	935	47,508		
6 Calgary-Cross	6,632	237	2,312	2,717	577	14,905	22,772	0	4,770	1,224	56,147		
7 Calgary-Currie	7,173	362	2,135	2,717	1,418	17,700	23,556	599	5,354	1,428	62,441		
8 Calgary-East	7,400	0	2,512	2,717	0	18,155	25,005	357	5,539	1,615	63,300		
9 Calgary-Elbow	7,705	142	2,502	2,717	1,445	14,885	27,290	47	5,610	1,275	63,618		
10 Calgary-Fish Creek	7,421	107	2,325	2,717	124	13,070	24,944	0	4,671	1,156	56,537		
11 Calgary-Foothills	7,669	19	2,757	2,717	373	14,200	27,042	49	5,516	1,173	61,516		
12 Calgary-Fort	6,249	136	2,824	2,717	887	15,425	19,055	242	4,729	1,309	53,572		
13 Calgary-Glenmore	8,058	363	2,902	2,717	863	16,875	31,463	0	6,382	1,428	71,050		
14 Calgary-Greenway	6,429	28	2,934	2,717	845	13,275	21,079	112	4,635	1,173	53,227		
15 Calgary-Hawkwood	10,270	1,401	2,026	2,717	724	16,400	31,155	132	6,441	1,343	72,609		
16 Calgary-Hays	7,221	162	2,622	2,717	278	13,435	24,219	0	4,943	1,071	56,669		
17 Calgary-Klein	7,322	94	2,602	2,717	118	15,170	24,146	0	5,343	1,309	58,821		
18 Calgary-Lougheed	7,266	259	2,760	2,717	279	15,010	26,536	67	5,616	1,394	61,905		
19 Calgary-Mackay-Nose Hill	7,238	0	2,702	2,717	524	14,795	23,922	152	5,039	1,224	58,314		
20 Calgary-McCall	6,371	522	2,342	2,717	198	12,165	19,472	39	4,246	1,037	49,108		
21 Calgary-Mountain View	6,519	192	2,362	2,717	77	15,460	20,030	336	4,721	1,275	53,689		
22 Calgary-North West	7,800	0	2,345	2,717	260	13,785	27,424	88	5,560	1,156	61,134		
23 Calgary-Northern Hills	8,720	23	3,339	2,717	0	17,825	27,688	0	6,491	1,513	68,316		
24 Calgary-Shaw	7,631	0	1,725	2,717	209	14,860	26,344	0	5,411	986	59,885		
25 Calgary-South East	7,553	131	2,722	2,717	301	16,405	25,956	43	5,768	1,360	62,956		
26 Calgary-Varsity	6,767	305	2,990	2,717	1,144	16,430	23,206	62	5,170	1,258	60,049		
27 Calgary-West	7,627	97	2,952	2,717	181	13,930	24,147	268	5,293	1,139	58,350		
28 Edmonton-Beverly-Clareview	8,389	475	2,572	2,717	215	16,519	24,382	238	5,553	1,275	62,335		
29 Edmonton-Calder	7,052	439	1,372	2,717	350	14,390	23,489	227	5,160	1,326	56,522		
30 Edmonton-Castle Downs	7,617	0	2,762	2,717	377	13,980	26,508	17	5,670	1,275	60,924		
31 Edmonton-Centre	7,133	143	2,336	2,717	579	14,925	15,633	83	4,354	1,020	48,922		
32 Edmonton-Decore	7,019	0	1,822	2,717	70	14,275	25,013	0	5,129	1,173	57,218		
33 Edmonton-Ellerslie	7,538	0	2,168	2,717	999	15,045	23,166	0	5,118	1,190	57,942		
34 Edmonton-Glenora	6,786	334	1,747	2,717	401	15,435	21,185	38	4,525	1,190	54,359		
35 Edmonton-Gold Bar	7,517	324	1,691	2,717	608	16,702	27,128	29	5,997	969	63,682		
<b>Subtotal:</b>	<b>252,164</b>	<b>17,328</b>	<b>84,695</b>	<b>95,106</b>	<b>16,801</b>	<b>512,577</b>	<b>817,996</b>	<b>33,881</b>	<b>178,428</b>	<b>41,990</b>	<b>2,050,965</b>		

**Table 2: 2011 Enumeration Cost Summary By Electoral Division  
(Rounded to Nearest Dollar)**

Electoral Division	Returning Officer					Enumerator					Data Entry Operator		Total Cost
	1	2	3	4	5	6	7	8	9	10	Fees	Office Expenses	
36 Edmonton-Highlands-Norwood	6,259	302	2,363	2,717	936	14,990	21,854	276	4,946	1,258	55,902		
37 Edmonton-Manning	7,208	0	2,371	2,717	1,315	15,475	24,152	986	5,582	1,156	60,961		
38 Edmonton-McClung	7,052	180	1,420	2,717	63	13,665	23,873	0	4,855	1,139	54,964		
39 Edmonton-Meadowlark	7,069	383	2,706	2,717	354	14,555	23,519	119	5,047	1,207	57,676		
40 Edmonton-Mill Creek	7,250	170	2,515	2,717	719	12,405	20,733	0	4,354	1,071	51,934		
41 Edmonton-Mill Woods	7,650	0	2,742	2,717	637	13,940	22,257	103	5,122	1,139	56,306		
42 Edmonton-Riverview	6,901	616	2,789	2,717	260	15,745	25,118	438	5,384	306	60,276		
43 Edmonton-Rutherford	9,546	701	1,428	2,717	1,277	13,925	23,142	240	4,948	1,122	59,046		
44 Edmonton-South West	7,234	918	1,613	2,717	446	15,235	24,479	433	5,106	731	58,911		
45 Edmonton-Strathcona	5,967	173	2,877	2,717	675	17,585	18,435	9	4,588	1,496	54,523		
46 Edmonton-Whitemud	7,900	410	1,653	2,717	1,150	20,227	29,393	528	6,438	1,564	71,980		
47 Airdrie	7,725	673	2,691	2,717	435	17,545	26,914	3,920	5,920	1,428	69,969		
48 Athabasca-Sturgeon-Redwater	6,454	6,088	2,830	2,717	1,034	14,265	21,669	24,283	4,924	1,207	85,471		
49 Banff-Cochrane	7,343	6,943	3,689	2,717	464	16,015	22,871	10,617	6,778	1,275	78,712		
50 Barrhead-Morinville-Westlock	3,115	2,646	2,842	2,717	355	14,810	22,488	14,858	5,233	1,275	70,339		
51 Battle River-Wainwright	7,566	4,155	2,726	2,717	449	13,150	21,698	32,638	5,102	1,173	91,375		
52 Bonnyville-Cold Lake	5,921	1,209	2,377	2,717	354	10,520	15,395	7,794	4,000	714	51,001		
53 Cardston-Taber-Warner	6,702	3,776	2,435	2,717	636	10,790	20,854	12,573	4,402	867	65,751		
54 Chestermere-Rocky View	8,002	1,932	2,745	2,717	1,562	16,155	28,481	15,609	6,324	1,428	84,954		
55 Cypress-Medicine Hat	8,128	3,363	1,151	2,717	798	15,980	23,801	13,035	5,492	1,224	75,691		
56 Drayton Valley-Devon	5,784	1,171	2,367	2,717	1,573	10,675	14,871	13,270	4,874	1,173	58,474		
57 Drumheller-Stettler	6,886	3,802	2,811	2,717	736	14,720	21,124	31,347	5,891	1,139	91,173		
58 Fort McMurray-Conklin	5,756	2,495	4,707	2,717	1,217	8,335	12,375	284	3,129	612	41,626		
59 Fort McMurray-Wood Buffalo	5,803	1,454	4,090	2,717	446	9,200	21,025	0	4,054	663	49,453		
60 Fort Saskatchewan-Vegreville	8,223	3,011	2,773	2,717	398	14,800	25,378	12,211	5,631	1,275	76,417		
61 Grande Prairie-Smoky	7,716	3,205	2,297	2,717	1,606	15,140	22,263	11,249	5,391	1,292	72,876		
62 Grande Prairie-Wapiti	10,275	1,436	2,212	2,717	573	8,265	13,554	2,972	3,338	714	46,057		
63 Highwood	8,664	796	2,575	2,717	665	15,730	28,390	6,633	6,312	816	73,298		
64 Innisfail-Sylvan Lake	7,904	3,411	2,759	2,717	1,574	17,770	23,650	11,215	6,043	1,547	78,590		
65 Lac La Biche-St. Paul-Two Hills	5,816	2,015	2,561	2,717	129	10,090	17,743	16,784	3,409	799	62,063		
66 Lacombe-Ponoka	6,825	1,292	2,760	2,717	229	13,885	22,295	10,467	4,954	1,105	66,528		
67 Leduc-Beaumont	7,095	1,483	2,043	2,717	394	12,611	25,973	6,447	5,647	1,131	65,541		
68 Lethbridge-East	7,863	602	2,707	2,717	299	15,768	26,991	402	5,728	1,326	64,403		
69 Lethbridge-West	6,932	301	2,336	2,717	196	16,070	24,267	167	5,237	1,343	59,566		
70 Little Bow	6,329	3,248	1,594	2,717	636	12,010	21,153	19,628	4,629	1,003	72,947		
<b>Subtotal:</b>	<b>248,861</b>	<b>64,359</b>	<b>88,555</b>	<b>95,106</b>	<b>24,587</b>	<b>492,045</b>	<b>782,174</b>	<b>281,535</b>	<b>178,813</b>	<b>38,718</b>	<b>2,294,754</b>		

**Table 2: 2011 Enumeration Cost Summary By Electoral Division  
(Rounded to Nearest Dollar)**

Electoral Division	Returning Officer					Enumerator				Data Entry Operator		Total Cost
	1	2	3	4	5	6	7	8	9	10		
	Fees	Travel	Office Expenses	Advertising	Support Staff	Fees	Fee Per Name	Travel	Fees	Office Expenses		
71 Livingstone-Macleod	6,949	3,280	3,497	2,717	962	14,215	24,223	21,977	5,397	1,037	84,254	
72 Medicine Hat	7,320	1,290	2,487	2,717	380	15,975	26,271	94	5,625	1,275	63,435	
73 Olds-Didsbury-Three Hills	7,338	1,956	2,532	2,717	361	14,360	24,685	18,291	5,386	680	78,307	
74 Peace River	5,503	5,661	2,658	2,717	1,280	10,965	16,296	18,310	4,066	935	68,392	
75 Red Deer-North	7,450	1,658	2,541	2,717	1,449	17,115	25,105	708	5,872	1,241	65,856	
76 Red Deer-South	8,164	860	1,536	2,717	489	14,810	29,562	124	6,072	1,037	65,371	
77 Rimbey-Rocky Mountain House-Sundre	7,636	4,439	1,764	2,717	382	13,700	24,309	30,286	5,091	1,122	91,446	
78 Sherwood Park	7,608	398	2,317	2,717	208	15,780	28,908	0	5,953	1,292	65,180	
79 Spruce Grove-St. Albert	7,457	952	1,996	2,717	264	14,955	27,284	3,832	5,681	697	65,835	
80 St. Albert	8,180	0	2,590	2,717	677	17,120	29,281	7	6,344	1,292	68,207	
81 Stony Plain	6,945	2,114	1,905	2,717	443	13,755	23,744	21,091	5,592	1,037	79,342	
82 Strathcona-Sherwood Park	8,057	505	1,521	2,717	193	15,965	28,908	9,899	6,103	1,343	75,210	
83 Strathmore-Brooks	7,398	8,332	2,356	2,717	333	14,520	25,706	16,482	5,057	1,224	84,125	
84 Vermilion-Lloydminster	6,593	7,737	2,616	2,717	715	12,780	19,920	10,442	5,307	1,173	70,000	
85 West Yellowhead	5,712	4,106	3,460	2,717	321	11,382	16,157	4,136	3,863	935	52,789	
86 Wetaskiwin-Camrose	6,676	2,033	2,644	2,717	464	13,790	24,088	5,663	5,173	1,071	64,319	
87 Whitecourt-Ste. Anne	5,786	2,450	2,650	2,717	0	10,225	16,197	27,015	3,989	714	71,744	
<b>Total:</b>	<b>621,797</b>	<b>129,459</b>	<b>214,322</b>	<b>236,406</b>	<b>50,308</b>	<b>1,246,033</b>	<b>2,010,811</b>	<b>503,773</b>	<b>447,810</b>	<b>98,813</b>	<b>5,559,532</b>	



## Points of Interest

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Approximately 719,223 electors indicated that their address and personal information held in the Register was correct and could be confirmed without any changes. In effect, only 35% of overall Register data was correct.

588,298 electors remained at the same address but indicated that changes were needed to their personal information. Enumerators collected additional information or recorded changes to names, dates of birth, telephone numbers, addresses and genders.

758,505 electors were added to the Register. They included electors who had moved, turned eighteen, attained the citizenship or residency requirements, and those who had been missed during the 2008 target enumeration process.

598,944 electors were deleted from the address at which they were recorded in the Register.

Basic personal information is essential to identify electors in order to revise the Register electronically. Elector records can be revised only if electors can be identified, using basic personal information such as birth date and gender. This information is provided by electors on an optional basis. Following the conclusion of the enumeration, 94.4% of electors had provided birth dates and 96.5% had provided gender information (a detailed breakdown by electoral division appears in Table 3 entitled *Information Contained in the Register of Electors*). This information is used internally for administrative purposes, and does not appear on Lists of Electors. Appropriate safeguards have been established to ensure that private information is kept strictly confidential.

It is essential to collect both a physical (geographic) and mailing address, if different than the physical address. The former is needed to determine the polling subdivision in which the elector resides: that location will determine the List of Electors on which the elector's name will appear. The latter is needed to enable the distribution of where-to-vote information to the elector via mail. Following the enumeration, 90% of electors had provided complete physical and mailing address information.

Telephone numbers, which are also provided on an optional basis, were provided for 81.2% of electors. This information is very useful in verification of Register information, especially where the distance between residences is significant.

**Table 3: Information Contained in the Register of Electors**

<b>Electoral Division</b>	<b>% of Records with Birth Dates</b>	<b>% of Records with Gender</b>	<b>% of Records with Telephone Number</b>
1 Dunvegan-Central Peace-Notley	95.8%	97.4%	89.6%
2 Lesser Slave Lake	76.9%	87.2%	58.8%
3 Calgary-Acadia	97.6%	98.0%	89.1%
4 Calgary-Bow	91.7%	95.4%	70.9%
5 Calgary-Buffalo	91.5%	91.0%	58.8%
6 Calgary-Cross	92.4%	92.9%	79.0%
7 Calgary-Currie	92.6%	93.5%	70.2%
8 Calgary-East	91.3%	94.5%	79.0%
9 Calgary-Elbow	92.1%	95.8%	73.5%
10 Calgary-Fish Creek	97.0%	98.6%	92.6%
11 Calgary-Foothills	95.8%	97.3%	90.0%
12 Calgary-Fort	95.2%	94.8%	78.1%
13 Calgary-Glenmore	95.8%	97.6%	85.3%
14 Calgary-Greenway	95.2%	94.4%	82.0%
15 Calgary-Hawkwood	95.7%	98.8%	90.9%
16 Calgary-Hays	93.6%	97.0%	88.6%
17 Calgary-Klein	93.8%	96.8%	77.0%
18 Calgary-Lougheed	96.6%	97.5%	88.1%
19 Calgary-Mackay-Nose Hill	94.7%	96.8%	79.1%
20 Calgary-McCall	90.3%	91.9%	74.2%
21 Calgary-Mountain View	92.9%	95.9%	68.8%
22 Calgary-North West	96.7%	97.4%	84.4%
23 Calgary-Northern Hills	94.9%	95.8%	79.4%
24 Calgary-Shaw	96.7%	96.9%	89.1%
25 Calgary-South East	95.9%	97.0%	73.5%
26 Calgary-Varsity	95.3%	97.4%	80.3%
27 Calgary-West	96.4%	96.9%	84.1%
28 Edmonton-Beverly-Clareview	93.1%	94.9%	79.5%
29 Edmonton-Calder	94.1%	96.8%	76.9%
30 Edmonton-Castle Downs	96.5%	97.3%	85.8%
31 Edmonton-Centre	90.9%	91.4%	53.9%
32 Edmonton-Decore	95.1%	96.5%	87.0%
33 Edmonton-Ellerslie	94.5%	97.4%	77.2%
34 Edmonton-Glenora	94.0%	96.2%	77.1%
35 Edmonton-Gold Bar	94.5%	96.7%	83.6%
36 Edmonton-Highlands-Norwood	90.5%	95.5%	66.0%
37 Edmonton-Manning	94.5%	94.3%	75.6%
38 Edmonton-McClung	96.3%	96.4%	85.9%
39 Edmonton-Meadowlark	94.9%	95.8%	82.1%
40 Edmonton-Mill Creek	93.6%	94.2%	81.6%
41 Edmonton-Mill Woods	94.5%	96.6%	84.7%
42 Edmonton-Riverview	94.1%	96.4%	81.0%
43 Edmonton-Rutherford	95.5%	97.1%	81.3%
44 Edmonton-South West	95.3%	95.8%	80.2%
45 Edmonton-Strathcona	89.6%	92.1%	59.0%
46 Edmonton-Whitemud	95.3%	96.3%	80.2%
47 Airdrie	96.2%	97.7%	84.6%
48 Athabasca-Sturgeon-Redwater	95.9%	97.6%	88.2%
49 Banff-Cochrane	92.4%	96.7%	75.0%
50 Barrhead-Morinville-Westlock	96.8%	98.3%	87.5%

**Table 3: Information Contained in the Register of Electors**

<b>Electoral Division</b>	<b>% of Records with Birth Dates</b>	<b>% of Records with Gender</b>	<b>% of Records with Telephone Number</b>
51 Battle River-Wainwright	97.1%	98.4%	89.8%
52 Bonnyville-Cold Lake	93.6%	95.5%	80.8%
53 Cardston-Taber-Warner	89.3%	92.8%	83.5%
54 Chestermere-Rocky View	94.4%	96.9%	84.2%
55 Cypress-Medicine Hat	95.0%	98.4%	87.1%
56 Drayton Valley-Devon	96.4%	97.0%	82.8%
57 Drumheller-Stettler	97.0%	98.9%	89.0%
58 Fort McMurray-Conklin	91.2%	95.9%	71.4%
59 Fort McMurray-Wood Buffalo	91.3%	97.5%	69.0%
60 Fort Saskatchewan-Vegreville	96.6%	98.6%	88.2%
61 Grande Prairie-Smoky	95.4%	97.4%	72.9%
62 Grande Prairie-Wapiti	94.0%	95.3%	74.5%
63 Highwood	95.3%	97.0%	86.4%
64 Innisfail-Sylvan Lake	96.2%	96.9%	86.7%
65 Lac La Biche-St. Paul-Two Hills	89.6%	92.0%	80.9%
66 Lacombe-Ponoka	96.7%	98.1%	88.9%
67 Leduc-Beaumont	94.9%	98.1%	82.2%
68 Lethbridge-East	94.8%	97.9%	82.9%
69 Lethbridge-West	92.7%	96.9%	74.1%
70 Little Bow	95.1%	98.2%	85.6%
71 Livingstone-Macleod	92.7%	97.2%	83.3%
72 Medicine Hat	95.9%	97.3%	84.3%
73 Olds-Didsbury-Three Hills	92.5%	97.6%	85.3%
74 Peace River	91.2%	95.9%	80.0%
75 Red Deer-North	95.9%	97.9%	83.0%
76 Red Deer-South	96.0%	98.2%	86.8%
77 Rimbey-Rocky Mountain House-Sundre	95.4%	97.8%	88.4%
78 Sherwood Park	95.9%	98.0%	89.6%
79 Spruce Grove-St. Albert	96.2%	97.5%	85.5%
80 St. Albert	97.5%	98.6%	91.0%
81 Stony Plain	94.7%	98.4%	84.9%
82 Strathcona-Sherwood Park	95.4%	98.3%	90.7%
83 Strathmore-Brooks	93.6%	95.2%	78.3%
84 Vermilion-Lloydminster	96.5%	98.2%	82.6%
85 West Yellowhead	93.5%	95.9%	79.4%
86 Wetaskiwin-Camrose	94.5%	97.7%	83.6%
87 Whitecourt-Ste. Anne	94.1%	97.3%	81.9%
<b>Total:</b>	<b>94.4%</b>	<b>96.5%</b>	<b>81.2%</b>