

Darlene Loucks

From: Amber Ackerman
Sent: Monday, March 27, 2017 2:31 PM
To: Darlene Loucks
Subject: FW: Talking points re advance poll numbers

From: Jim Nicol
Sent: Monday, October 24, 2016 3:51 PM
To: Pam Kapoor <PKAPOOR@regina.ca>; Erna Hall <EHALL@regina.ca>; Amber Ackerman <AACKERMA@regina.ca>
Cc: 28(1) Personal
Subject: Re: Talking points re advance poll numbers

Thx. I think I covered these off in my LP intervjew.

Sent from my BlackBerry - the most secure mobile device - via the SaskTel Network

From: PKAPOOR@regina.ca
Sent: October 24, 2016 3:48 PM
To: JNICOL@regina.ca; EHALL@regina.ca; AACKERMA@regina.ca
Cc: 28(1) Personal
Subject: Talking points re advance poll numbers

In case any more media calls about this, and/or for weaving into other interviews:

- 7296 voters took advantage of advance polls last week while in 2012, the number was 5547
- We couldn't be more pleased that nearly 2000 more people voted in advance polls this year than in 2012
- We saw particularly high numbers at our two mall locations
- Polls in malls may have attracted unintentional voters who were out shopping but stopped upon seeing the poll
- Our drive-thru poll was as popular as ever
- We've received lots of positive feedback about the staff and overall experience
- General higher turnout may be a testament to:
 - increased awareness of the option (our approach to communications this year includes more targeted advertising and more social media than ever before)
 - appreciation of the ease and accessibility advance polls offer
 - convenience of locations
- We will continue to explore ways to improve the early voting option for Regina voters

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