



# **Public Opinion Research Study on Electoral Matters – Wave 4**

Final Report

**Prepared for Elections Canada**

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**Ce rapport est aussi disponible en français**

This public opinion research report presents the results of the fourth wave of an online survey conducted by Léger Marketing Inc. on behalf of Elections Canada. The quantitative research study was conducted with 2,501 Canadians who are eligible electors residing in different regions of Canada between March 11 and 19, 2024.

Cette publication est aussi disponible en français sous le titre : Étude d'opinion publique sur des questions électorales.

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# Table of contents

Public Opinion Research Study on Electoral Matters – Wave 4 .....	1
Table of contents .....	3
Executive Summary.....	4
Background and Objectives .....	4
Methodology.....	5
Overview of the Findings .....	5
Notes on Interpretation of the Research Findings .....	7
Political Neutrality Statement and Contact Information .....	8
Detailed Results .....	9
Main sources of news .....	9
News origin .....	11
Interest in politics .....	12
Knowledge of provincial powers.....	14
Knowledge of federal powers .....	15
Confidence in institutions in Canada .....	16
Opinion on the fairness of federal elections.....	19
Reasons for thinking Elections Canada runs elections unfairly .....	20
Trust in election changes .....	24
Electoral interference .....	26
Opinions on the integrity of the voting system in Canada .....	31
Opinions on the integrity of voting by mail in Canada .....	32
Types of voter fraud.....	33
Political efficacy .....	37
Affective polarization.....	40
Trust in people .....	43
Belief in government conspiracy theories .....	44
Appendix .....	48
A.1 Quantitative Methodology .....	48
A.2 Survey Questionnaire .....	54

## **Executive Summary**

Léger is pleased to present Elections Canada with this report on findings from the fourth wave of the tracking quantitative survey designed to learn about Canadians who are eligible electors residing in different regions in Canada. This report was prepared by Léger Marketing Inc. who was contracted by Elections Canada (contract number 05005-221079/001/CY awarded February 24, 2022).

## **Background and Objectives**

As per its mandate, Elections Canada (EC) must always be ready to organize elections, even in exceptional circumstances, such as in the event of a natural disaster or emergency.

In this context, Elections Canada wanted to gauge the general public's opinion on various electoral issues and topics at different points in time between elections.

This report presents the results of the fourth wave of the survey, conducted on electoral matters with 2,501 Canadians who were eligible electors between March 12 and 19, 2024. The first wave of this study was conducted in April 2021.<sup>1</sup> This serves as the baseline for measuring and identifying significant trends or changes in the opinions and attitudes of Canadian electors over time, across up to a total of five survey waves. The second wave was conducted in April 2022<sup>2</sup> and the third in March 2023.<sup>3</sup>

The project aims to improve understanding of Canadian electors':

- a) opinions on emerging issues that pertain to the administration of elections
- b) trust in electoral administration and other national institutions
- c) sources of information about elections and the electoral process

More specifically, EC wants to track any significant fluctuation in these measures over time. Other questions are asked to help the agency better understand what other internal or external factors may inform or impact electors' views on trust in electoral administration more generally.

### **Intended use of the research**

The information provided in these research reports will be used to inform EC's strategic communications and the development of EC's policies, programs and services.

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<sup>1</sup> See: [Public Opinion Research Study on Electoral Matters – Wave 1 – Elections Canada](#)

<sup>2</sup> See: [Public Opinion Research Study on Electoral Matters – Wave 2 – Elections Canada](#)

<sup>3</sup> See: [Public Opinion Research Study on Electoral Matters – Wave 3 – Elections Canada](#)

## Methodology

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. Fieldwork for the wave four survey was carried out from March 12 to 19, 2024. A total of 2,501 Canadian eligible electors (citizens at least 18 years of age at the time of the survey) with demographic characteristics reflective of the Canadian population were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 11.3%.

The questionnaire comprised questions posed in the wave three survey conducted in March 2023.

Using data from the most recent Canadian census, results were weighted within each region by gender and age to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in Appendix A of this report.

A pre-test of 51 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French.

Léger adheres to the most stringent guidelines for quantitative research. This survey was conducted in accordance with the Standards of Conduct of Government of Canada Public Opinion Research for online surveys.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

## Overview of the Findings

- The top news sources remain unchanged from March 2023 to March 2024: television comes out first (29%), followed closely by online news websites or apps (28%) and social media posts by news organizations or journalists (15%).
- A vast majority (80%) of electors said they see news about Canadian politics very or somewhat often; almost one in five (18%) respondents said they rarely see news about politics from any origin, stable since 2023 (17%).
- In March 2024, Elections Canada came second to the police in terms of electors' confidence in institutions, with seven out of 10 (69%) having a fair amount or a great deal of confidence in EC, compared with 70% for the police. Confidence in EC has dropped by 5 percentage points since April 2022 (74%) and by 9 percentage points since April 2021 (78%). A significant loss in confidence in the federal government is also notable, with 45% of respondents being confident in March 2024 compared to 53% in March 2023.
- A large majority (79%) of electors in March 2024 generally believe that Elections Canada runs federal elections fairly; results remain stable since the last survey in March 2023 (78%).
- Reasons for thinking Elections Canada runs elections unfairly remain somewhat similar to March 2023, with some key differences. A significantly smaller proportion of respondents mentioned

concerns about electoral integrity and security: how the rules are applied, including broad statements about “rigging,” (6% in March 2024 versus 18% in March 2023) and concerns about foreign/Chinese influence/interference (2% in March 2024 versus 7% in March 2023) as the reason why the system is unfair. With these changes, the regional distribution of seats being unfair and the election being decided by Ontario/Quebec has become the primary reason why the Canadian electoral system is considered to be unfair (8%, stable since March 2023).

- Nearly three quarters (74%) of electors agreed that if Elections Canada proposes changes to how federal elections are run, it is probably to make voting easier or fairer for all Canadians; nearly two thirds (64%) agreed that the government more generally would propose changes for the same reason. These results have remained stable since March 2023.
- The spread of false information online is still perceived by a large proportion of electors (80%) as the type of electoral interference that can have a moderate or major impact on the outcome of the next federal election, a result that is significantly higher than March 2023 (76%). There is a significantly greater proportion of respondents who perceive foreign countries or groups using social media and other means to influence the political opinions of Canadians as having a major or minor impact on the outcome of the federal election (69%, compared to 65% in 2023). This increase means that compared to March 2023, foreign money being used to influence politics in Canada has moved into third place (68%), followed by hacking by foreign countries or groups into the computer systems that support the election (64%).
- In 2024, voting by mail in Canada is perceived to be even less safe and reliable compared with the voting system in general (35% compared with 63%). Voting by mail is perceived as safe and reliable by a significantly smaller proportion of electors in March 2024 compared to March 2023 (35% versus 42% in March 2023).
- Similar to March 2023, the largest proportion (42%) of electors in March 2024 thought that someone impersonating someone else is a type of voter fraud that happens often or sometimes in Canadian federal elections, followed by someone voting who is not a Canadian citizen (38%). Around three out of 10 electors also agreed that someone voting more than once (34%) and someone stealing or tampering with ballots after they have been cast (29%) happens often or sometimes. Results have remained stable since March 2023.
- Two thirds (67%) of respondents agreed that they did not think the government cares about what people like them think (up 2% since March 2023), around half (49%) agreed that politics and government seem so complicated that people like them cannot understand, and four in 10 (41%) agreed that all federal political parties are basically the same and do not really offer a choice. Agreement with the last two statements remained stable compared to 2023.
- Almost half (47%) of electors do not feel polarized in how they relate to other Canadians: they do not find it easier to relate to those they agree with politically and do not find it harder to relate to those with whom they disagree. On the other hand, 14% of electors feel strongly polarized, meaning they find it easier to relate to those they agree with politically to a moderate or large extent while also agreeing that it is harder for them to relate to those with whom they disagree.

Over a third (39%) feel somewhat polarized, falling in the middle of the two groups. Overall, respondents' feelings of being polarized were based more often on an affinity toward those they agreed with politically rather than an aversion to those with whom they disagreed: 50% of respondents agreed to a moderate or large extent that they find it easier to relate to people if they agree with them politically; 39% agreed that they find it harder to relate to people if they disagree with them politically. Results have remained stable since March 2023.

- The proportion of people who accept various broad conspiracy theories about government to be true in March 2024 has not changed since March 2023. The most accepted theory remained that certain significant events have been the result of the activity of a small group who secretly manipulate world events, with four in 10 (42%) accepting it as definitely or probably true (similar to 42% in March 2023).

## **Notes on Interpretation of the Research Findings**

The views and observations expressed in this document do not reflect those of Elections Canada. This report was compiled by Léger based on the research conducted specifically for this project. This research is not probabilistic; the results cannot be inferred to the general population of Canada.

Since a sample drawn from an Internet panel is not probabilistic in nature, margins of sampling error cannot be calculated for this survey. Respondents for this survey were selected among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population.

The results of this survey cannot be compared with the results of other Elections Canada surveys of electors conducted during the federal general election held on September 20, 2021, due to differences in the research designs and methodologies.

In this report, all results are expressed as percentages unless otherwise noted. Percentages may not always add up to 100% due to rounding or multiple mentions. Comparisons with results from the previous survey wave are presented when possible. For graphs, the reported bases represent the base of respondents from the most recent survey wave (March 2024 for this report).

Subgroup differences are reported when they are statistically significant at the 95% confidence level. Subgroup differences are reported only for the most recent survey wave. When a subgroup is reported as being more or less likely to have given a particular response, this means the result for the subgroup was significantly different compared with the combined result for all other subgroups combined. For example, if respondents aged 18 to 24 were more likely to give a particular response, it is in comparison to the result for all other respondents aged 25 and older. Please note that the use of the words “significant” and “significantly” throughout the report refer to statistical significance rather than magnitude. Finally, unless otherwise signalled, respondents to this survey will be referred to as “electors.”

## Political Neutrality Statement and Contact Information

Léger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

A handwritten signature in blue ink, appearing to read "Christian Bourque", enclosed in a thin black rectangular border.

Signed:

Christian Bourque, Senior Researcher

Léger

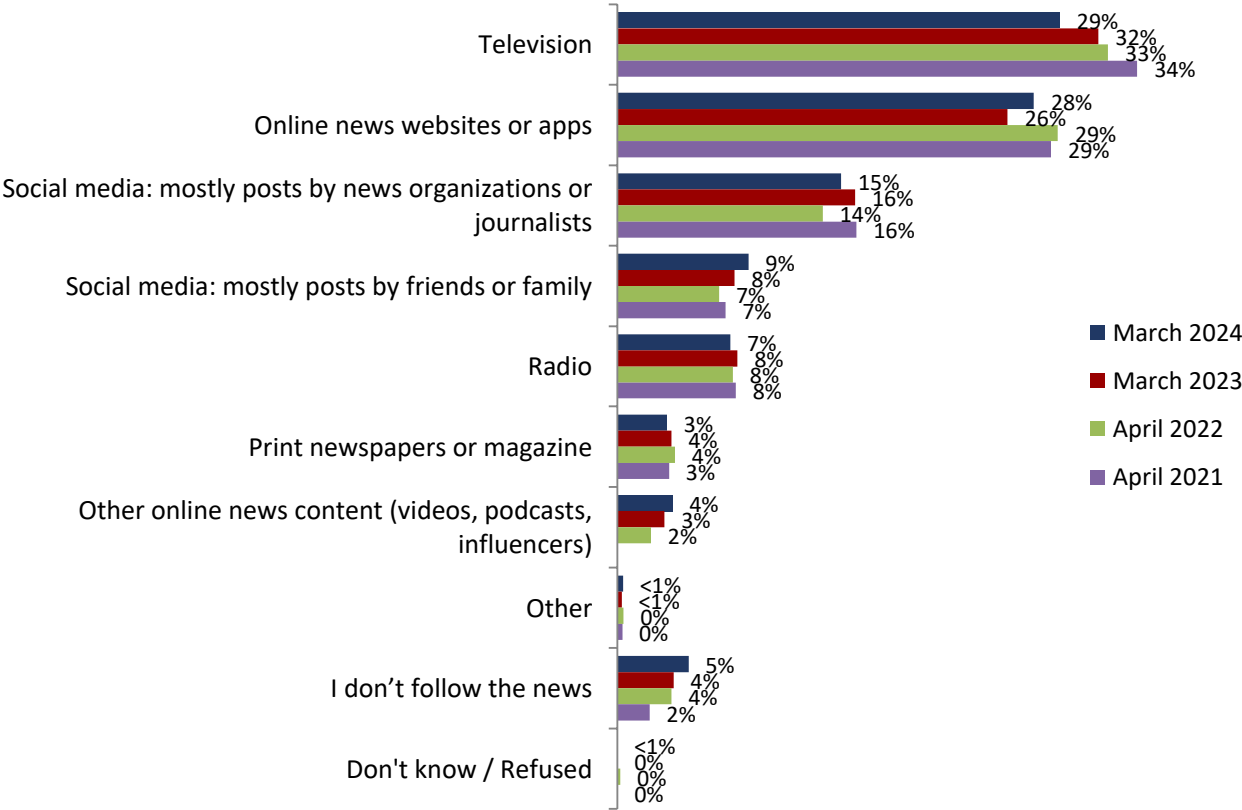


# Detailed Results

## Main sources of news

Around three in 10 electors in March 2024 turned to television (29%) and to online news websites or apps (28%) as their main source of news. Posts by news organizations and journalists on social media were the third most popular medium (15%). Less than one in 10 electors preferred posts by friends or family on social media (9%), radio (7%), other online news content (4%) and print newspapers or magazines (3%).

Figure 1: Main source of news



Q: In general, which of these would you say is your main source of news?  
 MULTIPLE ANSWERS ALLOWED \*Base: All respondents (n=2,501)

Notable subgroup differences regarding March 2024 respondents' main source of news include the following:

- Men were more likely to turn to online news (33% versus 22% among women), while women were more likely to turn to social media posts by friends or family (11% versus 6% among men).
- Electors aged 18 to 34 were more likely to favour social media posts by friends or family (18% versus 2% among those over 55 years old) as well as social media posts by news organizations and

journalists (29% versus 7% among 55 years or older). Young electors (18 to 34 years old) were also more likely to not follow the news (8% versus 2% among those over 55 years old). On the other hand, those aged 35 to 54 more often preferred online news websites or apps (32% versus 24% among 18- to 34-year-olds), while respondents aged 55 and older were more likely to turn to television (47% versus 9% among 18- to 34-year-olds and 24% among 35- to 54-year-olds).

- Respondents from Quebec were more likely to turn to television (36%) or radio (11%), while respondents from Ontario were more likely to turn to online news websites or apps (30%) compared with those from other parts of Canada.
- Electors with some amount of university education were more likely to prefer online news websites or apps (33%), while those with some college or trade school (24%) and those with a high school education or less (19%) were less likely. On the other hand, those with some college or trade school (33%) and those with a high school education or less (34%) were more likely to prefer television as their main source of news compared to those with some amount of university education (25%).
- Non-Indigenous electors were more likely to state that television was their main source of news (30%).
- Respondents who were interested in politics were more likely to turn to online news websites or apps (31% versus 20% for those who were not) and television (32% versus 24% for those who were not). On the other hand, respondents who were not interested in politics were more likely to consult posts made by friends or family (15% versus 6% for those who were) or simply not follow the news (12% versus 1% for those who were).
- Habitual voters were more likely to turn to television (33% versus 19% among infrequent voters) and online news websites or apps (30% versus 22%), while infrequent voters were more likely to prefer social media posts by friends and family (16% versus 6% among habitual voters), by news organizations (20% versus 13%), or state that they do not follow the news (10% versus 3%).<sup>4</sup>
- Respondents who held no conspiracy beliefs were more likely to turn to online news websites and apps (34%), while those who held strong or mixed conspiracy beliefs were more likely to turn to posts by friends and family on social media (12% and 10%, respectively) as their main source of news.
- Respondents who often saw news about Canadian politics were more likely to state that television (33%) and online news websites or apps (30%) were their main sources of news, while those who rarely saw news about politics from any origin were more likely to turn to social media posts by friends and family (25%) as their main sources of news. Those who often see news about US/world politics but rarely see news about Canadian politics were more likely to indicate social media posts by friends and family (19%) as well as posts by news organizations or journalists (27%) as their main source of news.

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<sup>4</sup> “Habitual voters” means those who reported that they have voted in all or most elections (municipal, provincial and federal) since they became eligible to vote, while “infrequent voters” voted in only some or none of them.

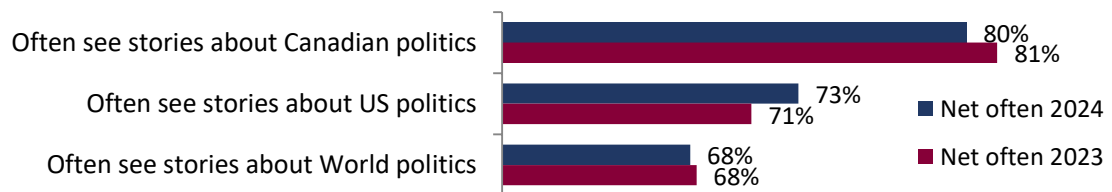
## News origin

When thinking about their main source of news, 80% of respondents said they often see stories covering Canadian politics, including 43% who said very often. 73% said they often see stories covering US politics (35% very often), and 68% said they often see stories covering world politics (25% very often).

Among the 18% of respondents who rarely see news about Canadian politics, respondents were further grouped based on whether they often see news about politics of any origin, as follows:

- 5% said they often see news about US/world politics but rarely see news about Canadian politics
- 13% said they rarely see news about politics from any origin

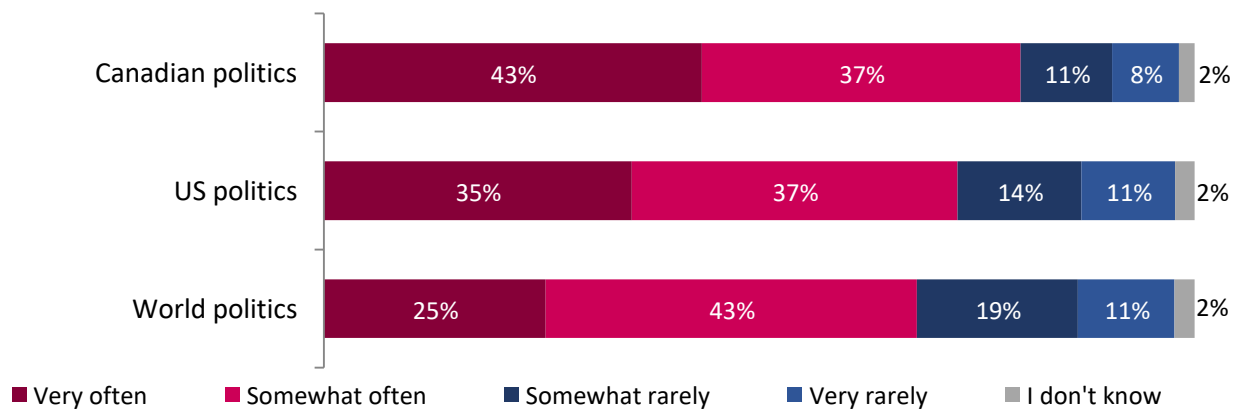
Figure 2: Frequency of exposure to news stories covering Canadian, US and world politics – Topline results



Q: Thinking about your main source of news, how often do you see stories covering Canadian politics, US politics, or politics from the rest of the world? Base: All respondents (n=2,501)

Note: For analysis purposes, a Net Often (Very + Somewhat often) has been calculated. This question was added in March 2023.

Figure 3: Frequency of exposure to news stories covering Canadian, US and world politics – Detailed March 2024 results



Q: Thinking about your main source of news, how often do you see stories covering Canadian politics, US politics, or politics from the rest of the world? Base: All respondents (n=2,501)

The likelihood of seeing stories covering Canadian politics varied across the following demographic groups:

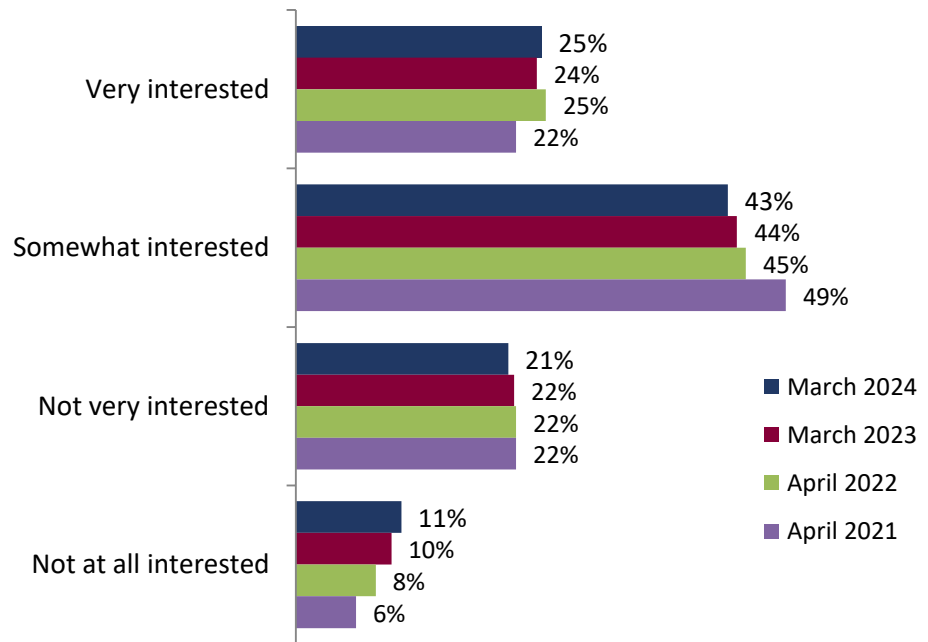
- Men (84%) were more likely than women (76%).

- Respondents over 55 years old (91%) were more likely, while those aged 18 to 34 (66%) and 35 to 54 (78%) were less likely.
- Residents of Manitoba/Saskatchewan (71%) were less likely than those in other parts of Canada.
- Respondents living in urban or suburban areas (82%) were more likely than those who live in rural or small-town areas (76%).
- Respondents with a university degree (84%) were more likely than those with a high school or lower education level (73%).
- Respondents without a disability (81%) were more likely than those with a disability (74%).
- Respondents who are interested in politics (92%) were more likely than those who are not (54%).
- Habitual voters (86%) were more likely than infrequent voters (64%).
- Respondents who know provincial and federal areas of jurisdiction (85%) were more likely than those who do not (62%).
- Respondents who do not hold any conspiracy beliefs (87%) were more likely, while those with mixed conspiracy beliefs (76%) were less likely.
- Respondents who are generally trustful of people (86%) were more likely than those who tend to be distrustful (78%).
- Respondents who feel somewhat polarized (85%) or strongly polarized (87%) in how they relate to other Canadians politically were more likely, while those who do not feel polarized were less likely (74%).

## **Interest in politics**

Most electors were interested in politics (68%), including one in four (25%) who were very interested and over four in 10 (43%) who were somewhat interested. On the other hand, around three in 10 (32%) were not interested in politics, including one in five (21%) who were not very interested, and around one in 10 (11%) who were not at all interested.

Figure 4: Interest in politics



Q: In general, how interested are you in politics? Base: All respondents (n=2,501)

Interest in politics varied across the following groups:

- Men (78%) were more likely to be interested in politics than women (58%).
- Electors 55 and older (77%) were more likely to be interested in politics, while electors aged 35 to 54 (64%) and 18 to 34 (58%) were less likely.
- Respondents with at least some university education (76%) were more likely to be interested in politics, whereas those with a high school or less education (54%) and those with a college degree (62%) were less likely.
- Respondents living in British Columbia (73%) were more likely to be interested.
- Respondents living in urban or suburban areas (71%) were more likely to be interested in politics than those who lived in rural areas or small towns (61%).
- Habitual voters (74%) were more likely to be interested than infrequent voters (50%).
- Those who voted in the 2021 federal general election (74%) were more likely to be interested in politics than those who were eligible but did not vote (59%).<sup>5</sup>
- Respondents who had knowledge of federal and provincial powers (73%) were more likely to be interested than those who did not (50%).
- Electors with no conspiracy beliefs (76%) were more likely to be interested in politics, while those with mixed conspiracy beliefs (61%) were less likely.
- Respondents who generally trust people (76%) were more likely to be interested in politics than those who do not (64%).

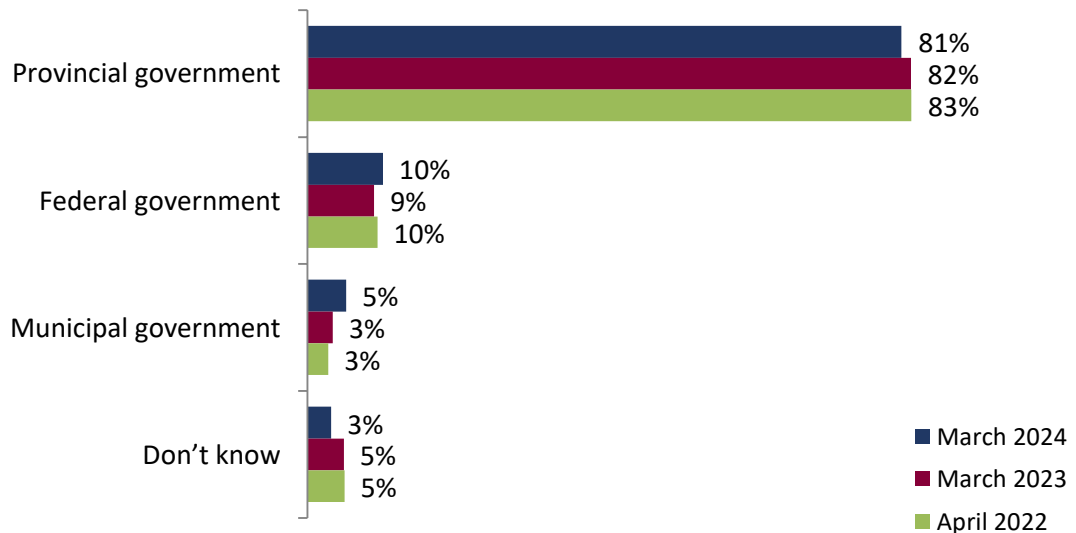
<sup>5</sup> A federal general election was held on September 20, 2021, i.e., between the April 2021 and April 2022 survey waves.

- Respondents who often see news about Canadian politics were more likely to be interested in politics (78%), while those who often see news about US/world politics but rarely about Canadian politics (58%) and those who rarely see news about politics from any origin (14%) were less likely.
- Respondents who feel somewhat (76%) or strongly (82%) polarized in how they relate to other Canadians politically were more likely to be interested in politics, while those who do not feel polarized (57%) were less likely.

## Knowledge of provincial powers

A vast majority of electors knew in March 2024 that the provincial level of government is primarily responsible for education (81%), while one in 10 attributed the responsibility to the federal government (10%). In lesser proportions, some respondents thought it was the municipal government’s responsibility (3%), and some others (5%) did not know the answer. These results remain stable since March 2023.

Figure 5: Knowledge of provincial powers



Q: To the best of your knowledge, which level of government has primary responsibility for education?

Base: All respondents (n=2,501)

Note: This question was added in April 2022.

The following subgroups were more or less likely to attribute the responsibility for education to the provincial government:

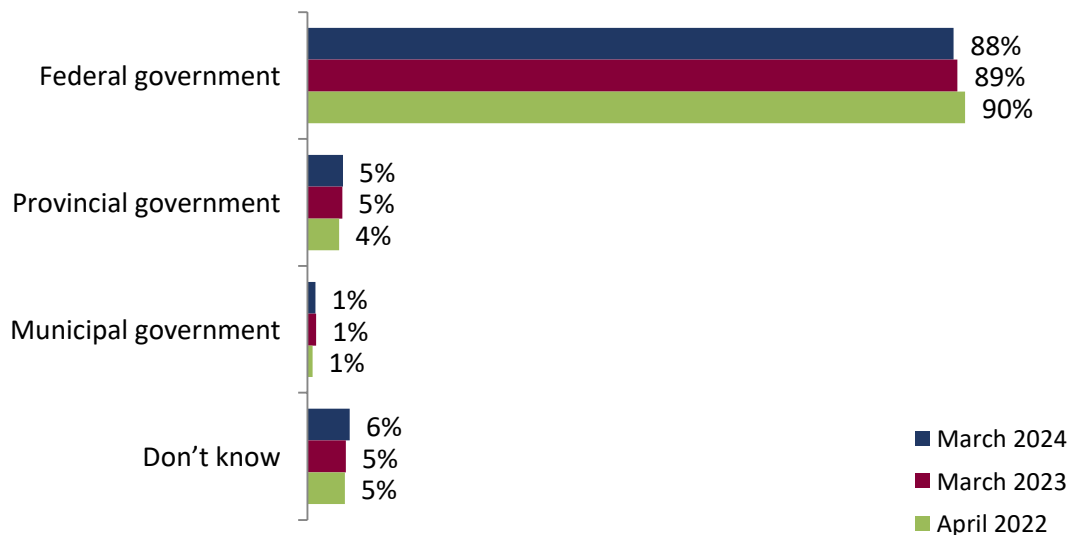
- Men (84%) were more likely than women (79%).
- Electors 55 years old and over (89%) were more likely, while those aged 35 to 54 years old (78%) and 18 to 34 years old (73%) were less likely.
- Respondents from Quebec (88%) were more likely.
- Respondents with some university-level education (87%) were more likely, whereas those with a high school or lower-level education were less likely (68%).
- Non-Indigenous respondents (82%) were more likely than Indigenous respondents (69%).

- Respondents without a disability (83%) were more likely than those with one (73%).
- Respondents interested in politics (87%) were more likely than those who are not interested (70%).
- Habitual voters (87%) were more likely than infrequent voters (63%).
- 2021 voters (87%) were more likely than their non-voter counterparts (68%).
- Respondents with no conspiracy beliefs (91%) were more likely compared to those who have mixed (79%) or strong conspiracy beliefs (68%).
- Respondents who generally trust people (86%) were more likely than those who do not (80%).
- Respondents who often see news about Canadian politics (85%) were more likely, while those who rarely see news about politics from any origin were less likely (64%).
- Respondents who feel somewhat polarized politically (84%) were more likely than those who do not (79%).

## Knowledge of federal powers

In March 2024, a vast majority of electors had knowledge of federal powers: nine in 10 knew the federal government is primarily responsible for defence (88%). Small proportions thought it was the provincial government (5%), the municipal government (1%), or did not know the answer (6%). These results are stable since March 2023.

Figure 6: Knowledge of federal powers



Q: To the best of your knowledge, which level of government has primary responsibility for defence?

Base: All respondents (n=2,501)

Note: As this question was added in April 2022, no comparison can be made with April 2021.

The following subgroups were more or less likely to attribute the responsibility for defence to the federal government:

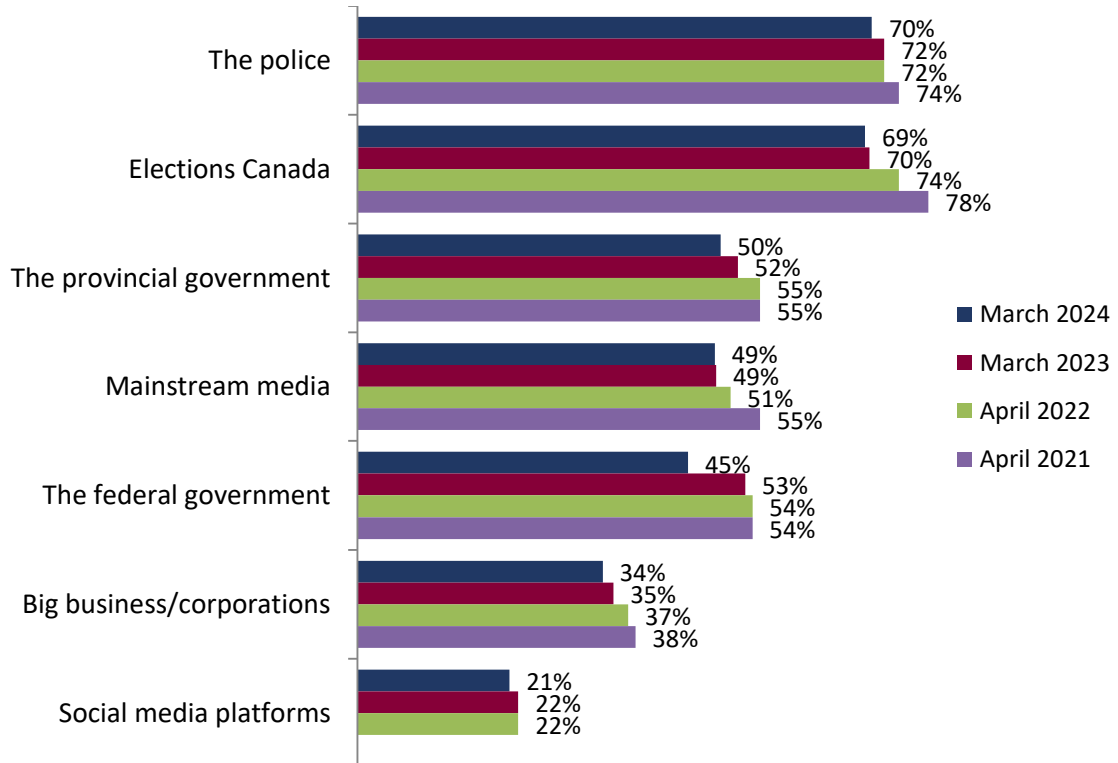
- Men (90%) were more likely than women (86%).
- Electors 55 years old and over (96%) were more likely, while those aged 18 to 34 (78%) were less likely to do so.
- Respondents living in urban or suburban areas (90%) were more likely to do so than those who lived in rural areas or small towns (85%).
- Non-Indigenous respondents (89%) were less likely compared to Indigenous respondents (80%).
- Respondents with at least some university level education (93%) were more likely, while those with a high school or lower-level education were less likely (76%).
- Respondents who are interested in politics (93%) were more likely than those who are not interested (79%).
- Habitual voters (94%) were more likely than infrequent voters (72%).
- 2021 voters (94%) were more likely than 2021 non-voters (72%).
- Respondents with no conspiracy beliefs (95%) were more likely, while those who have mixed (85%) or strong conspiracy beliefs (84%) were less likely.
- Respondents who often see news about Canadian politics (93%) were more likely, while those who only often see news about US/world politics (78%) and those who rarely see news about politics from any origin (70%) were less likely.
- Respondents who feel somewhat polarized politically (90%) were more likely than those who do not feel polarized politically (87%).

## **Confidence in institutions in Canada**

Respondents were asked to rate their confidence in seven institutions in Canada, presented at random. The largest proportion (70%) of respondents said they have a great deal or fair amount of confidence in the police, followed closely by confidence in Elections Canada (69%). Around half expressed confidence in the provincial government (50%) as well as the mainstream media (49%). Under half expressed confidence in the federal government (45%), a significant drop from 2023 (53%). Around a third (34%) had confidence in big businesses and corporations, and only just over one in five (21%) had confidence in social media platforms.



Figure 7: Confidence in Canadian institutions – Tracking comparison



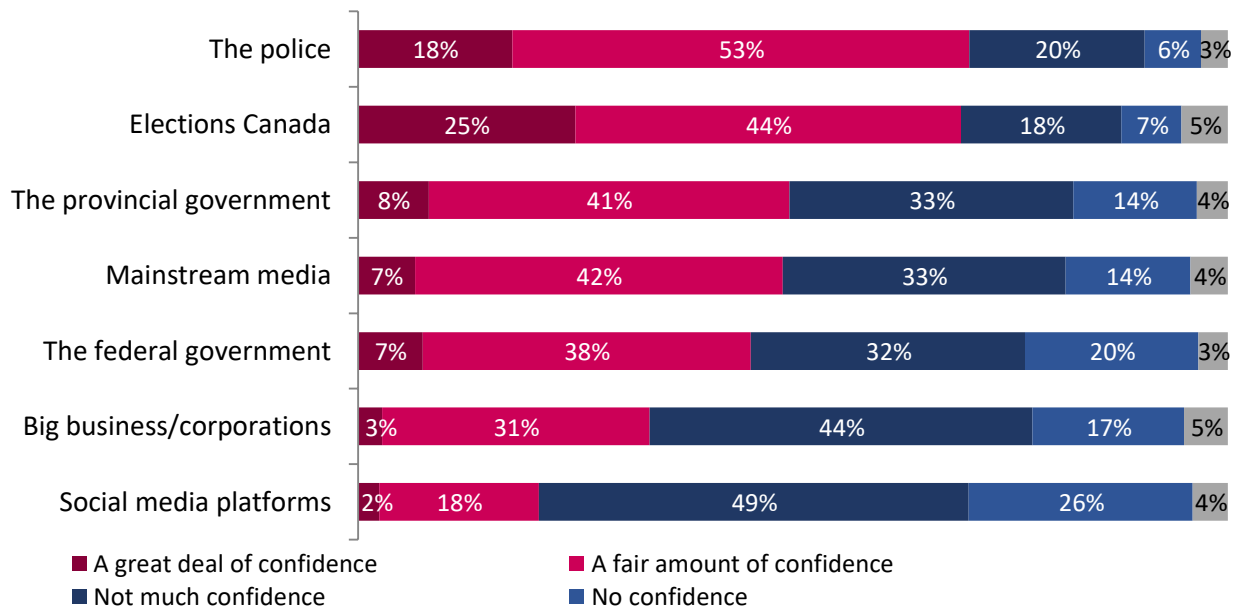
Q: How much confidence, if any, do you have in the following institutions in Canada? Base: All respondents (n=2,501)

Note 1: For comparison purposes, a Net confidence (A great deal of confidence + A fair amount of confidence) has been calculated.

Note 2: As the “Social media platforms” statement was added in April 2022, no comparison can be made to April 2021.

In the detailed results, Elections Canada had the highest proportion (25%) of electors who stated that they have a great deal of confidence in them, compared to the police (18%), the federal and provincial governments (8% and 7%, respectively) and the mainstream media (7%).

Figure 8: Confidence in Canadian institutions – Detailed March 2024 results



Q: How much confidence, if any, do you have in the following institutions in Canada? Base: All respondents (n=2,501)

The following subgroups were more or less likely to have a great deal or fair amount of confidence in EC<sup>6</sup>:

- Men (74%) were more likely than women (65%).
- Electors 55 and older (78%) were more likely to have confidence in EC, whereas electors aged 35 to 54 (65%) and 18 to 34 (61%) were less likely.
- Electors in British Columbia (74%) and in Quebec (74%) were more likely to have confidence in EC.
- Respondents from urban or suburban areas (72%) were more likely to have confidence in EC than those who live in rural or small-town areas (64%).
- Respondents with at least some university education (79%) were more likely to have confidence in EC, while those with college (64%) or high school or less education were less likely (54%).
- Immigrant respondents (77%) were more likely than Canadian-born respondents (69%).
- Respondents who are interested in politics (77%) were more likely to have confidence in EC than those who are not interested (53%).
- Habitual voters (77%) were more likely to have confidence in EC than infrequent voters (49%).
- 2021 voters (76%) were more likely to have confidence in EC than non-voters (56%).
- Respondents who have knowledge of federal and provincial powers (75%) were more likely to have confidence in EC than those who do not (49%).

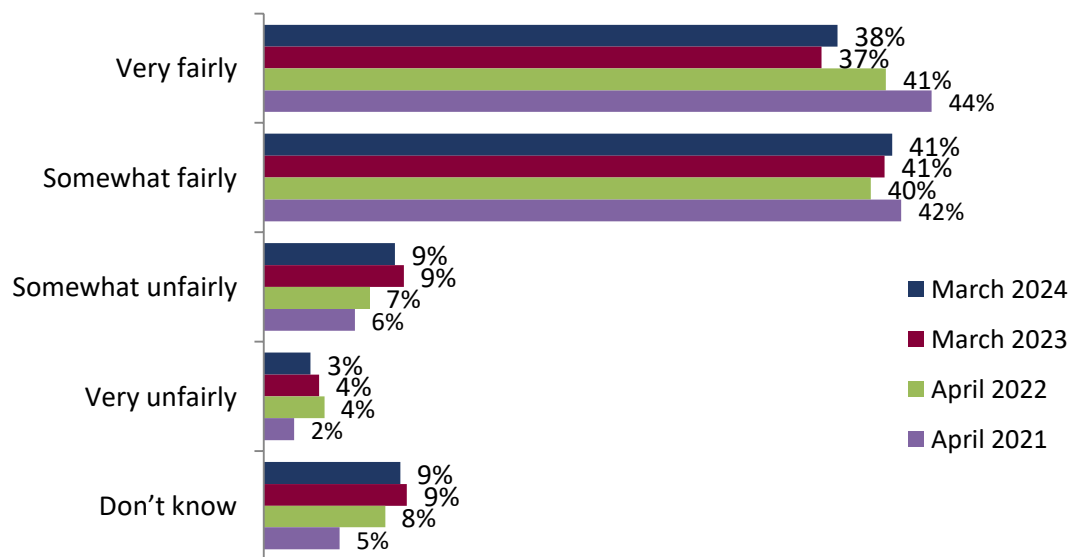
<sup>6</sup> Details of subgroup differences in trust in other institutions are available in the banner tables published with this report.

- Electors who do not hold conspiracy beliefs (89%) were more likely to have confidence in EC, whereas those with mixed conspiracy beliefs (62%) or strong conspiracy beliefs (49%) were less likely.
- Respondents who tend to trust people (83%) were more likely to have confidence in EC than those who do not (62%).
- People who often see news about Canadian politics (75%) were more likely to have confidence in EC, while those who rarely see news about politics from any origin were less likely (42%).
- Those who feel somewhat (75%) or strongly (79%) polarized were more likely to have confidence in EC, while those who do not feel polarized were less likely (62%).

## Opinion on the fairness of federal elections

Overall, a majority (79%) of electors in March 2024 thought that Elections Canada runs federal elections fairly, with almost half of these (38%) thinking EC runs elections very fairly and another half (41%) saying somewhat fairly. On the other hand, 12% believed Elections Canada runs elections unfairly (9% somewhat unfairly, 3% very unfairly).

Figure 9: Fairness of Elections Canada in running federal elections



Q: Thinking about federal elections in general, how fairly would you say Elections Canada runs the elections? Base: All respondents (n=2,501)

The following subgroups were more or less likely to think that Elections Canada runs federal elections fairly in general:

- Men (84%) were more likely to say that EC runs elections fairly than women (75%).
- Electors 55 and older (88%) were more likely to say that EC runs elections fairly, whereas electors aged 35 to 54 (74%) and 18 to 34 (73%) were less likely.

- Electors from British Columbia (84%) were more likely to say that EC runs elections fairly.
- Respondents living in urban or suburban areas (82%) were more likely to say that EC runs elections fairly than those living in rural or small-town areas (73%).
- Respondents with at least some university education (85%) were more likely to say that EC runs elections fairly, while those with some college or trade education (76%) or a high school or less education (70%) were less likely.
- Non-Indigenous respondents were more likely (80%) than Indigenous respondents (70%).
- Immigrant respondents (86%) were more likely, while Canadian-born respondents were less likely (79%).
- Respondents without a disability (80%) were more likely than respondents with one (74%).
- Respondents who are interested in politics (86%) were more likely to say that EC runs elections fairly than those who are not interested (66%).
- Habitual voters (85%) were more likely to say that EC runs elections fairly than infrequent voters (62%).
- 2021 voters (85%) were more likely to say that EC runs elections fairly than non-voters (69%).
- Respondents who know federal and provincial powers (85%) were more likely to say that EC runs elections fairly than those who do not (62%).
- Electors who do not hold conspiracy beliefs (93%) were more likely to say that EC runs elections fairly, while those with mixed conspiracy beliefs (74%) and those with strong conspiracy beliefs (67%) were less likely.
- Those who are generally trustful of people (92%) were more likely to say that EC runs elections fairly than those who are not (74%).
- Respondents who often see news about Canadian politics (84%) were more likely to think EC runs elections fairly, while those who rarely see news about politics from any origin were less likely (54%).
- Respondents who feel strongly polarized (84%) and somewhat polarized (84%) politically were more likely to think EC runs elections fairly, while those who do not feel polarized were less likely (74%).

## **Reasons for thinking Elections Canada runs elections unfairly**

Among the 12% of respondents in March 2024 who thought that Elections Canada runs elections unfairly, around a third (35%) provided a reason for this opinion. The other two thirds (65%) did not have any particular reason (38%), did not know (10%) or preferred not to answer (16%).

The most common specific reasons for thinking Elections Canada runs elections unfairly were concerns about the regional distribution of seats being unfair or allows elections to be decided by Ontario and Quebec (6%), electoral integrity and security or thinking elections are “rigged” (6%), the electoral system (5%), that ballots are inaccurately tallied/votes are incorrectly tabulated (3%), and a general mistrust of government and politicians (3%). Other reasons were mentioned to a lesser extent.

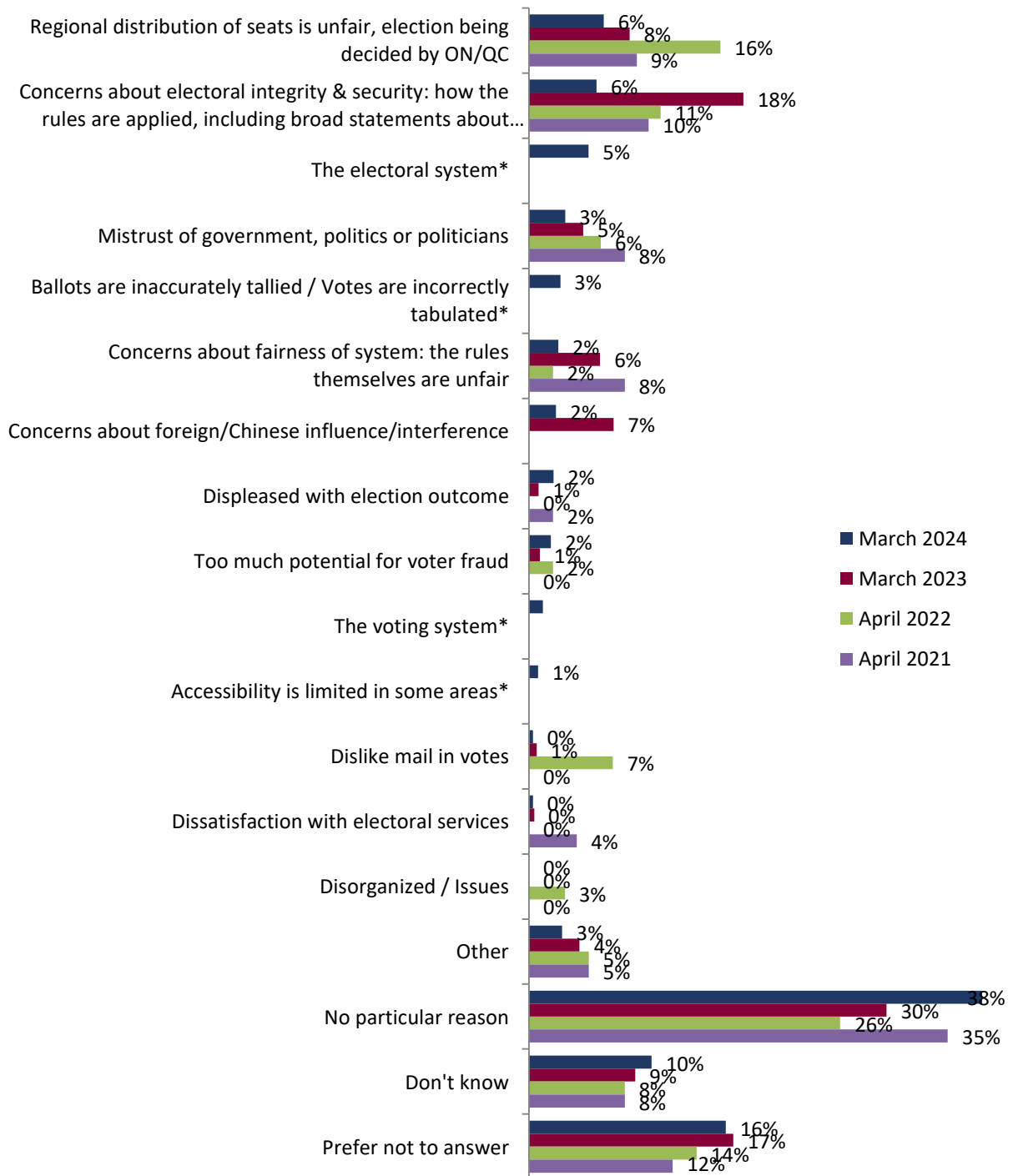
The following reasons for thinking Elections Canada runs elections unfairly were mentioned by a significantly lower proportion of respondents in March 2024 compared to March 2023:

- Concerns about electoral integrity and security: how the rules are applied, including broad statements about “rigging” (6% in March 2024 versus 18% in March 2023)
- Concerns about foreign/Chinese influence or interference (2% in March 2024 versus 7% in March 2023)

The following reasons for thinking Elections Canada runs elections unfairly were mentioned by a significantly higher proportion of respondents in March 2024 compared to March 2023:

- Ballots are inaccurately tallied / Votes are incorrectly tabulated (3% in March 2024 versus 0% in March 2023)
- The electoral system (5% versus 0%)
- No particular reason (38% versus 30%)

Figure 10: Reasons for thinking that elections are not conducted fairly by Elections Canada



Q: Is there a specific reason you think Elections Canada runs elections unfairly? SPONTANEOUS MENTIONS\*\*

Base: Respondents who said Elections Canada runs the election somewhat unfairly or very unfairly (n=294)

\*New mentions added in 2024.

\*\* Because respondents were able to give multiple answers, total mentions may exceed 100%.

Notable subgroup differences regarding respondents' main reasons to think that Elections Canada runs elections unfairly include the following:

- Women (5%) were more likely to express mistrust of government, politics or politicians.
- Respondents aged 18 to 34 (47%) and those with a high school or less education level (49%) were more likely to mention no particular reason.
- Respondents with at least some university education (10%) were more likely to mention the electoral system. Non-Indigenous respondents were significantly more likely to mention the electoral system (6%), concerns about fairness of the system and the electoral rules themselves being unfair (3%), concerns about foreign or Chinese influence or interference (3%) and being displeased with the election outcome (2%).
- Canadian-born respondents were significantly more likely to mention regional distribution of seats being unfair, the election being decided by Ontario/Quebec (7%), concerns about electoral integrity and security on how the rules are applied, including broad statements about rigging (6%), the electoral system (6%), concerns about foreign/Chinese influence/interference (3%), too much potential for voter fraud (2%) and being displeased with election outcome (2%), while immigrant voters were more likely to report they do not know (35%).
- Respondents who do not have a disability were more likely to mention the electoral system (6%).
- Respondents who reported being interested in politics were more likely to mention concerns about electoral integrity and security on how the rules are applied, including broad statements about rigging (9%) and regional distribution of seats being unfair, election being decided by Ontario/Quebec (9%).
- Habitual voters were more likely to mention the regional distribution of seats being unfair, election being decided by Ontario/Quebec (8%), concerns about electoral integrity and security on how the rules are applied, including broad statements about rigging (8%), the electoral system (7%), and ballots being inaccurately tallied / votes being incorrectly tabulated (4%).
- Respondents who know provincial and federal powers were more likely to mention concerns about electoral integrity and security on how the rules are applied, including broad statements about rigging (8%), regional distribution of seats being unfair, election being decided by Ontario/Quebec (8%), concerns about foreign/Chinese influence/interference (4%), ballots being inaccurately tallied / votes being incorrectly tabulated (4%), and too much potential for voter fraud (3%).
- Respondents who are distrustful of people were more likely to mention being displeased with the election outcome (3%).

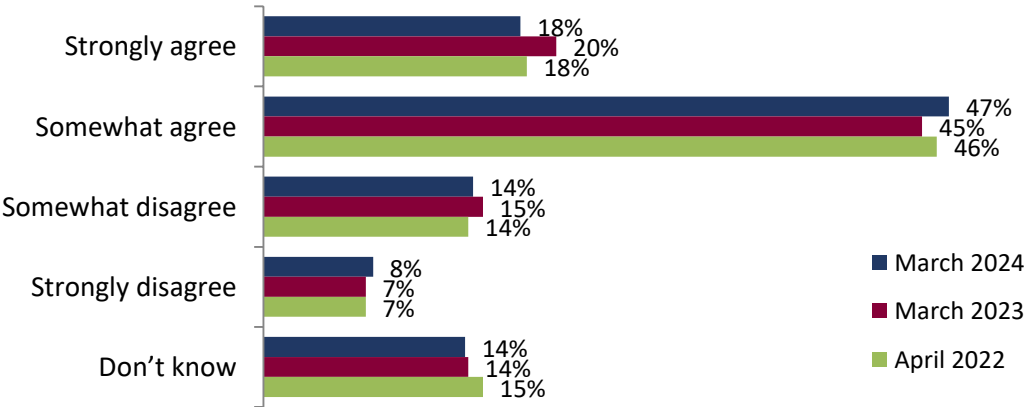
Respondents who often see news about Canadian politics were more likely to mention concerns about electoral integrity and security on how the rules are applied, including broad statements about rigging (8%) and concerns about foreign/Chinese influence or interference (3%).

### Trust in election changes

A split sample experiment was conducted to explore whether electors have general trust in the government to propose changes to how federal elections are run, and if they specifically trust Elections Canada to propose changes.

In one half of the split sample, nearly two thirds (64%) of respondents agreed that if the government proposes changes to how federal elections are run, they are probably trying to make voting easier or fairer for all Canadians: 18% strongly agreed, and 47% somewhat agreed. Conversely, one fifth (22%) of respondents disagreed: 14% somewhat disagreed and 8% strongly disagreed; 14% said they did not know. Overall, results for both versions of the statement remain stable since March 2023.

Figure 11: Trust in election changes – Government



Q: How much do you agree or disagree with the following statement?  
 If the government proposes changes to how federal elections are run, they are probably trying to make voting easier or fairer for all Canadians.  
 Base: Half of the respondents (n=1,251)  
 Note: Question added in April 2022.

The following subgroups were more or less likely to agree that the government proposes changes to how federal elections are run in order to make voting easier or fairer for all Canadians:

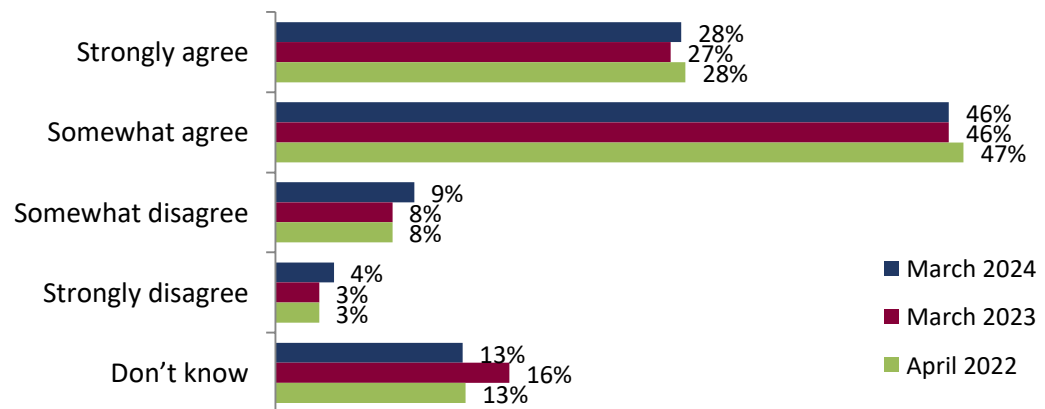
- Electors from Quebec (71%) were more likely to agree, while those from Alberta (52%) were less likely to agree compared to those from all other parts of Canada.
- Respondents with at least some university education (68%) were more likely to agree, while those with some college or trade education (60%) were less likely.
- Respondents who do not have a disability were more likely to agree than those who do (66% versus 57%).
- Respondents interested in politics (68%) were more likely to agree than those who are not interested (57%).
- Habitual voters were more likely to agree (67%) than infrequent voters (56%).



- Respondents who know of provincial and federal powers were more likely to agree (66%) than those who do not (59%).
- Respondents who hold no conspiracy beliefs (74%) were more likely to agree, whereas those who hold mixed conspiracy beliefs (59%) were less likely.
- Respondents who are generally trustful of people (72%) were more likely to agree than those who are not (62%).
- Respondents who often see news about Canadian politics were more likely to agree (67%), while those who rarely see news about politics from any origin were less likely (54%).
- Respondents who feel somewhat polarized in how they relate to other Canadians politically were more likely to agree (72%), while those who do not feel polarized were less likely (56%).

In the other half of the split sample, a higher proportion (74%) of respondents agreed that if Elections Canada proposes changes to how federal elections are run, they are probably trying to make voting easier or fairer for all Canadians: 28% strongly agreed, and 46% somewhat agreed. Conversely, 9% somewhat disagreed and 4% strongly disagreed, while 13% said they did not know, down significantly from 16% in March 2023.

Figure 12: Trust in election changes – Elections Canada



Q: How much do you agree or disagree with the following statement?

If Elections Canada proposes changes to how federal elections are run, they are probably trying to make voting easier or fairer for all Canadians.

Base: Half of the respondents (n=1,250)

Note: Question added in April 2022.

The following subgroups were more or less likely to agree that Elections Canada proposes changes to how federal elections are run in order to make voting easier or fairer for all Canadians:

- Men (79%) were more likely to agree than women (69%).
- Electors from Quebec were more likely to agree (80%), while those from Manitoba/Saskatchewan were less likely (63%).
- Respondents with a university degree or higher were more likely to agree (79%), while those with some high school or less education (65%) were less likely.

- Respondents who do not have a disability were more likely to agree than those who do (75% versus 65%).
- Respondents who are interested in politics (79%) were more likely to agree than those who are not (64%).
- Habitual voters were more likely to agree (77%) than infrequent voters (64%).
- Respondents who know provincial and federal powers were more likely to agree (76%) than those who did not (65%).
- Respondents who hold no conspiracy beliefs (89%) were more likely to agree, whereas those who hold mixed conspiracy beliefs (68%) or strong conspiracy beliefs (61%) were less likely.
- Respondents who are generally trustful of people (85%) were more likely to agree than those who are not (69%).
- Respondents who often see news about Canadian politics were more likely to agree (77%), while those who rarely see news about politics from any origin were less likely (57%).
- Respondents who feel strongly (80%) or somewhat (77%) polarized politically were more likely to agree, while those who do not feel polarized were less likely (69%).

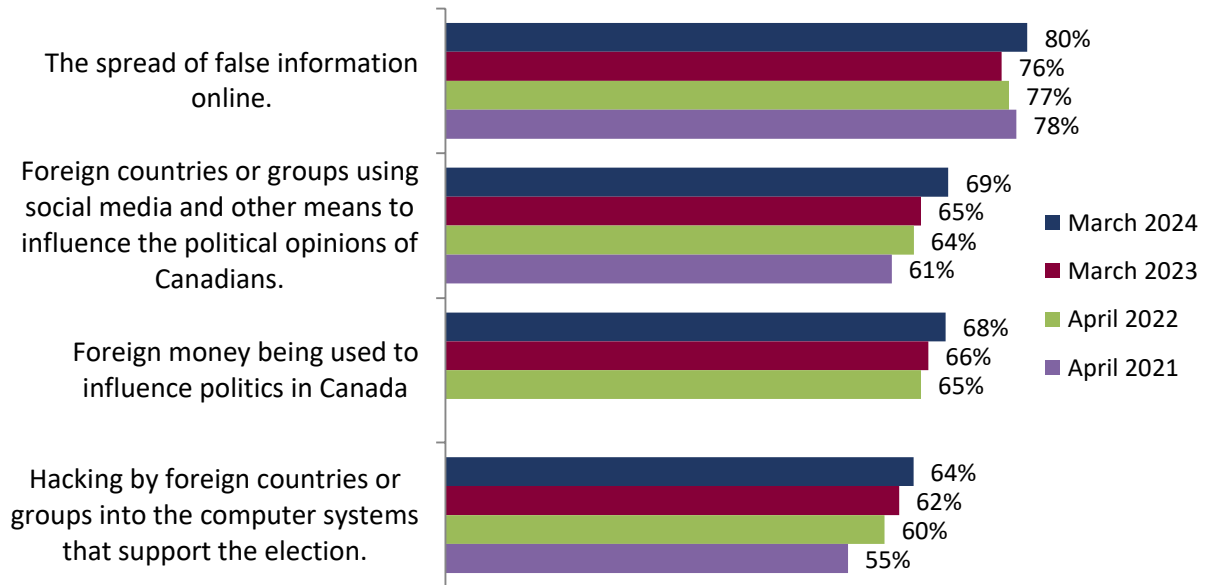
## **Electoral interference**

Respondents were asked if they thought different types of electoral interference could have any impact on the outcome of the next federal election in Canada.

The largest proportion (80%) of electors in March 2024 thought that the spread of false information online could have a moderate or more impact on the outcome of the next federal elections (45% a major impact). The second-largest proportion (69%) thought foreign countries or groups using social media and other means to influence the political opinions of Canadians could have an impact (30% a major impact), closely followed by those (68%) who thought that foreign money being used to influence Canadian politics could have an impact (30% a major impact). Finally, six in 10 (64%) electors thought hacking by foreign countries or groups into the computer systems that support the election could have an impact on the election (33% a major impact).

A significantly higher proportion of respondents thought that there could be a major impact from foreign countries or groups using social media and other means to influence the political opinions of Canadians (net impact: 69% vs 65% in March 2023) and from the spread of false information online (net impact: 80% versus 76%).

Figure 13: Perceived impact of interference on the outcome of the next federal election – Tracking

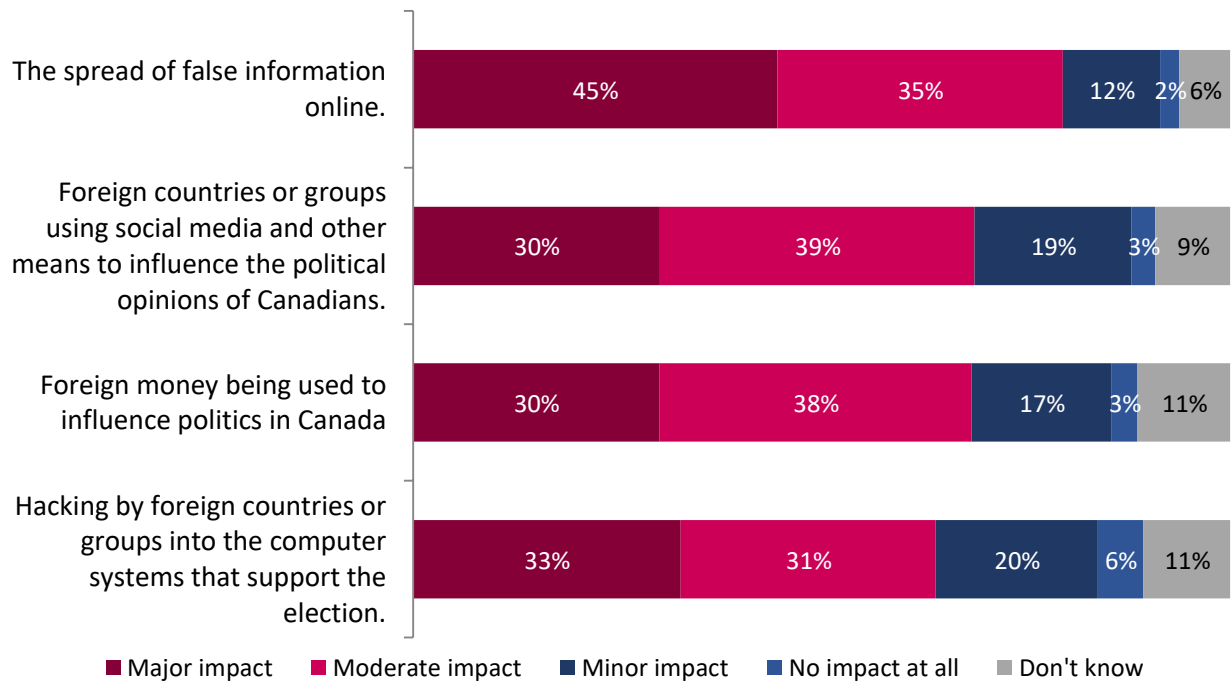


Q: Based on what you have seen or heard recently, what impact, if any, do you think the following could have on the outcome of the next federal election in Canada? Base: All respondents (n=2,501)

Note 1: For comparison purposes, a Net Impact (Major + Moderate Impact) has been calculated.

Note 2: The statement “Foreign money being used to influence politics in Canada” was added in wave 2 (April 2022).

Figure 14: Perceived impact of interference on the outcome of the next federal election – March 2024 results



Q: Based on what you have seen or heard recently, what impact, if any, do you think the following could have on the outcome of the next federal election in Canada? Base: All respondents (n=2,501)

The following subgroups were more or less likely to think that “the spread of false information online” could have a moderate or major impact on the outcome of the next federal election:

- Electors 55 and older (82%) were more likely to think that “the spread of false information online” could have a moderate or major impact on the outcome of the next federal election compared to others.
- Electors from Quebec were more likely (83%), while those from the Atlantic provinces were less likely (72%).
- Respondents who live in urban or suburban areas (81%) were more likely to think so than those who live in rural or small-town areas (76%).
- Electors with a university degree or higher (83%) were more likely, while those with a high school degree or less were less likely (73%).
- Immigrant respondents (86%) were more likely, while Canadian-born respondents were less likely (79%).
- Respondents who are interested in politics (83%) were more likely than those who are not interested in politics (72%).
- Habitual voters (82%) were more likely than infrequent voters (71%).
- 2021 voters (82%) were more likely than non-voters (74%).

- Electors who know federal and provincial powers (82%) were more likely than those who do not (70%).
- Electors with no conspiracy beliefs (83%) were more likely, while those with mixed conspiracy beliefs (77%) were less likely.
- People who often see news about Canadian politics were more likely (82%), while those who rarely see news about politics from any origin were less likely (68%).
- Respondents who feel somewhat (84%) or strongly (89%) polarized politically were more likely, while those who do not feel polarized were less likely (73%).

The following subgroups were more or less likely to think that “foreign countries or groups using social media and other means to influence the political opinions of Canadians” could have a moderate or major impact on the outcome of the next federal election:

- Men were more likely (71%), while women were less likely (66%).
- Electors over 55 years old (74%) were more likely to think that foreign countries or groups using social media and other means to influence Canadians’ political opinions could have an impact, whereas electors aged 18 to 34 (62%) were less likely to think so.
- Electors from Ontario were more likely (72%), while those from Manitoba/Saskatchewan were less likely (60%).
- Electors with a university degree or higher (73%) were more likely, while those with a high school degree or less were less likely (61%).
- Immigrants were more likely (75%), while Canadian-born respondents were less likely (68%).
- Respondents interested in politics (75%) were more likely to think that foreign influence efforts on social media and other means could have an impact than those who are not interested (56%).
- Habitual voters (71%) were more likely to think that foreign influence efforts on social media and other means could have an impact than infrequent voters (62%).
- 2021 voters (71%) were more likely than non-voters (67%).
- Respondents who have knowledge of provincial and federal powers (72%) were more likely to think that foreign influence efforts could have an impact than those who do not (59%).
- Electors with strong conspiracy beliefs (80%) were more likely to think that foreign influence efforts could have an impact whereas those with mixed conspiracy beliefs (66%) were less likely to think so.
- People who often see news about Canadian politics were more likely to think that foreign influence efforts could have an impact (73%), while those who rarely see news about politics from any origin were less likely to think so (49%).
- Respondents who feel somewhat (75%) or strongly (79%) polarized politically were more likely to think foreign influence efforts could have an impact, while those who do not feel polarized were less likely (61%).

The following subgroups were more or less likely to think that “foreign money being used to influence politics in Canada” could have a moderate or major impact on the outcome of the next federal election:

- Electors over 55 years old (74%) were more likely to think that foreign money could have an impact, whereas electors aged 18 to 34 (60%) were less likely to think so.
- Respondents who live in urban or suburban areas (70%) were more likely to think so than those who live in rural or small-town areas (66%).
- Electors with a university degree or higher (71%) were more likely, while those with a high school degree or less were less likely (59%).
- Immigrants were more likely (75%), while Canadian-born respondents were less likely (67%).
- Respondents who are interested in politics (75%) were more likely to think that foreign money could have an impact, while those who are not interested were less likely (55%).
- Habitual voters (72%) were more likely to think that foreign money could have an impact than infrequent voters (59%).
- 2021 voters (72%) were more likely, while non-voters were less likely (62%).
- Respondents who know provincial and federal powers (71%) were more likely to think that foreign money could have an impact than those who do not (59%).
- Respondents who hold strong conspiracy beliefs (83%) were more likely to think that foreign money could have an impact, whereas those with mixed conspiracy beliefs (66%) or no conspiracy beliefs (66%) were less likely to think so.
- People who often see news about Canadian politics (73%) were more likely to think that foreign money could have an impact, while those who rarely see news about politics from any origin (48%) were less likely.
- Respondents who feel strongly (76%) or somewhat (75%) polarized politically were more likely, while those who do not feel polarized (61%) were less likely.

The following subgroups were more or less likely to think that “hacking by foreign countries or groups into the computer systems that support the election” could have a moderate or major impact on the outcome of the next federal election:

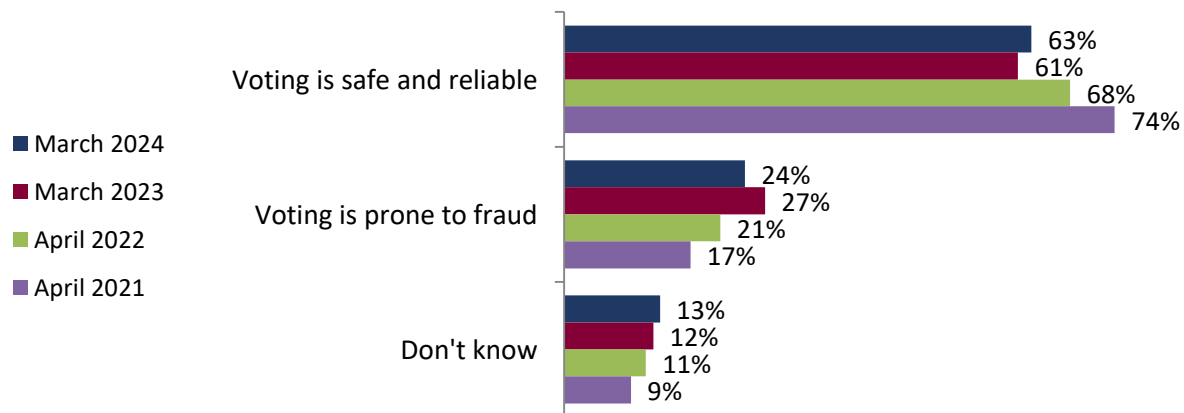
- Electors over 55 years old (70%) were more likely to think that hacking into election systems could have an impact on the outcome of the next election, while those who are 18 to 34 (57%) were less likely to think so.
- Quebec electors (72%) were more likely than those in other regions to believe that hacking could have an impact, while electors from Alberta (58%) and British Columbia (59%) were less likely to think so.
- Those with a college degree (67%) were more likely to think so.
- Immigrant respondents were more likely to think so (70%), while Canadian-born respondents were less likely (63%).
- Respondents who are interested in politics (68%) were more likely to think that hacking could have an impact than those who are not (55%).
- Habitual voters (66%) were more likely to believe that hacking could have an impact than infrequent voters (59%).

- Respondents who have knowledge of federal and provincial powers (65%) were more likely to consider that hacking could have an impact than those who do not (60%).
- Electors with strong conspiracy beliefs (77%) were more likely to think that hacking could have an impact, while those who do not hold conspiracy beliefs (58%) were less likely to think so.
- Respondents who are generally distrustful of people (67%) were more likely to agree than those who are (63%).
- People who often see news about Canadian politics were more likely to think that hacking could have an impact (67%), while those who rarely see news about politics from any origin were less likely to think so (49%).
- Respondents who feel somewhat (68%) or strongly (71%) polarized politically were more likely to think hacking could have an impact, while those who do not feel polarized were less likely (58%).

## Opinions on the integrity of the voting system in Canada

In March 2024, around six out of 10 respondents (63%) from a split sample of electors thought that the voting system in Canada is safe and reliable, a little under one in four thought it is prone to fraud (24%), and one in 10 did not know (13%).

Figure 15: Opinion regarding the voting system in Canada



Q: Which statement is closest to your opinion about the voting system in Canada? Base: Half of the respondents (n=1,251)

The following subgroups were more or less likely to believe that the voting system in Canada is safe and reliable:

- Men (67%) were more likely to think that the voting system is safe and reliable than women (59%) were.
- Electors over 55 years old (69%) were more likely to think that the voting system is safe and reliable, while those who are 35 to 54 (58%) were less likely to think so.
- Electors from the Atlantic provinces were more likely to agree with voting being safe and reliable (73%).

- Respondents who live in an urban or suburban area (65%) were more likely to think the voting system is safe and reliable, while those who live in rural or small-town areas were less likely (58%).
- Respondents with at least some university education (72%) were more likely to think the voting system is safe and reliable, while respondents with a college degree (56%) and high school or less education (50%) were less likely.
- Respondents who are interested in politics (68%) were more likely to think the voting system is safe and reliable than those who are not interested (51%).
- Habitual voters (68%) were more likely to think the voting system is safe and reliable than infrequent voters (47%).
- Those who voted in the 2021 election (69%) were more likely to think the voting system is safe and reliable than those who did not vote in 2021 (48%).
- Respondents who have knowledge of federal and provincial powers (69%) were more likely than those who do not (45%).
- Electors who do not hold conspiracy beliefs (85%) were more likely to think the voting system is safe and reliable, while those with mixed conspiracy beliefs (55%) and those with strong conspiracy beliefs (39%) were less likely.
- Electors who tend to be trustful toward people (75%) were more likely to think the voting system is safe and reliable, while those who are distrustful were less likely (55%).
- Respondents who often see news about Canadian politics were more likely to think voting is safe and reliable (67%), while those who rarely see news about politics from any origin were less likely (42%).
- Respondents who feel somewhat (68%) polarized politically were more likely to think voting is safe and reliable, while those who do not feel polarized were less likely (57%).

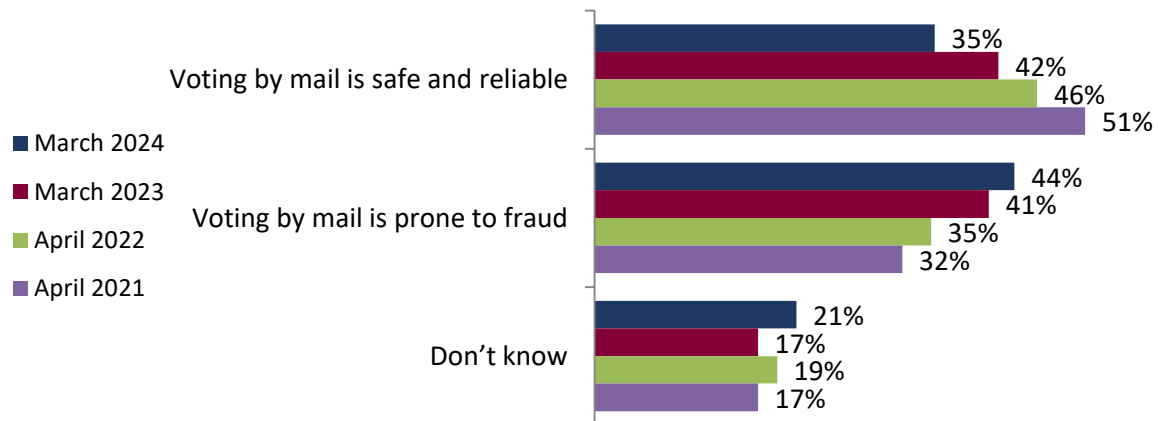
## **Opinions on the integrity of voting by mail in Canada**

In March 2024, just under four in 10 (35%) from a split sample of respondents thought voting by mail is safe and reliable, and just over four out of 10 thought it is prone to fraud (44%). One in five (21%) did not know.

A significantly lower proportion of respondents agreed with the statement “Voting by mail is safe and reliable” in March 2024 (35%) compared to March 2023 (42%), continuing the trend observed since April 2021.



Figure 16: Opinion regarding voting by mail



Q: Which statement is closest to your opinion about voting by mail in Canada? Base: Half of the respondents (n=1,252)

The following subgroups were more or less likely to believe that voting by mail is safe and reliable:

- Men (43%) were more likely to believe that voting by mail is safe and reliable than women were (29%).
- Respondents from British Columbia were more likely to think voting by mail is safe and reliable (48%), while respondents from Quebec were less likely (25%).
- Electors living in urban or suburban areas were more likely to think voting by mail is safe and reliable (38%), while those in rural or small-town areas were less likely (31%).
- Respondents with a university education (42%) were more likely to believe that voting by mail is safe and reliable, while respondents with a college or trade degree (30%) and high school or less education were less likely (25%).
- Respondents who are interested in politics (42%) were more likely to believe that voting by mail is safe and reliable, while those who are not interested were less likely (23%).
- Electors who do not hold conspiracy beliefs (50%) were more likely to believe that voting by mail is safe and reliable, while those with mixed conspiracy beliefs (30%) and those with strong conspiracy beliefs (22%) were less likely.
- Respondents who are generally trustful of people (51%) were more likely to believe that voting by mail is safe and reliable than those who are distrustful (27%).
- Respondents who often see news about Canadian politics are more likely to think voting by mail is safe and reliable (38%), while those who rarely see news about politics from any origin (24%) were less likely.
- Respondents who feel somewhat polarized politically (40%) were more likely to consider that voting by mail is safe and reliable, while those who do not feel polarized (30%) were less likely.

## Types of voter fraud

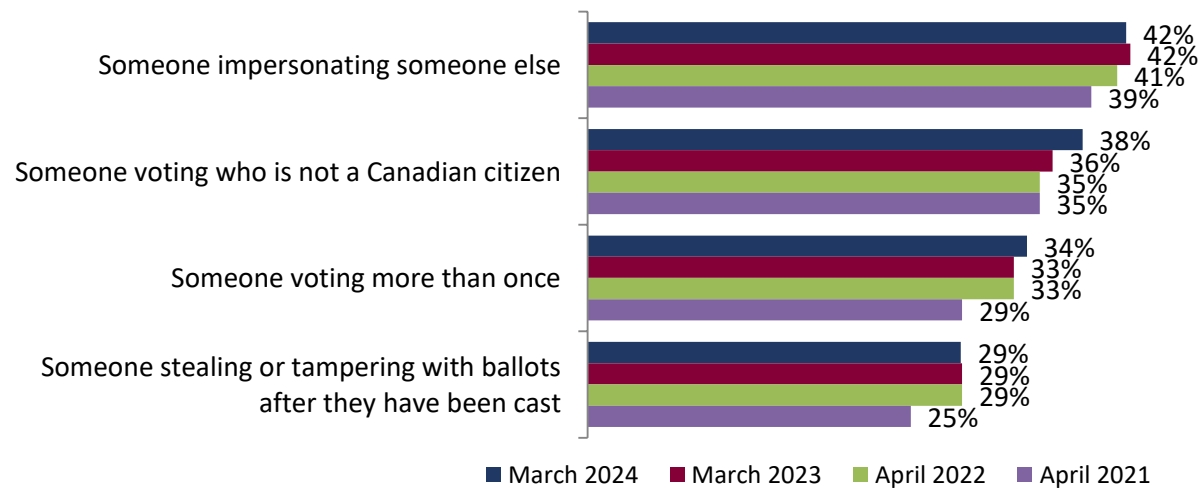
Electors were asked how often they think different types of voter fraud happen in Canadian federal elections.

Similar to March 2023, two in five (42%) electors in March 2024 think that someone impersonating someone else is a type of voter fraud that happens in Canadian federal elections, with one in 10 (10%) thinking it happens often and one in three (31%) thinking it happens sometimes.

Over a third (38%) think that someone voting who is not a Canadian citizen happens often (10%) or sometimes (28%), and a third (34%) also think that someone voting more than once happens often (8%) or sometimes (26%). The smallest proportion (29%) think someone stealing or tampering with ballots after they have been cast happens often (7%) or sometimes (21%).

All proportions remain stable since March 2023.

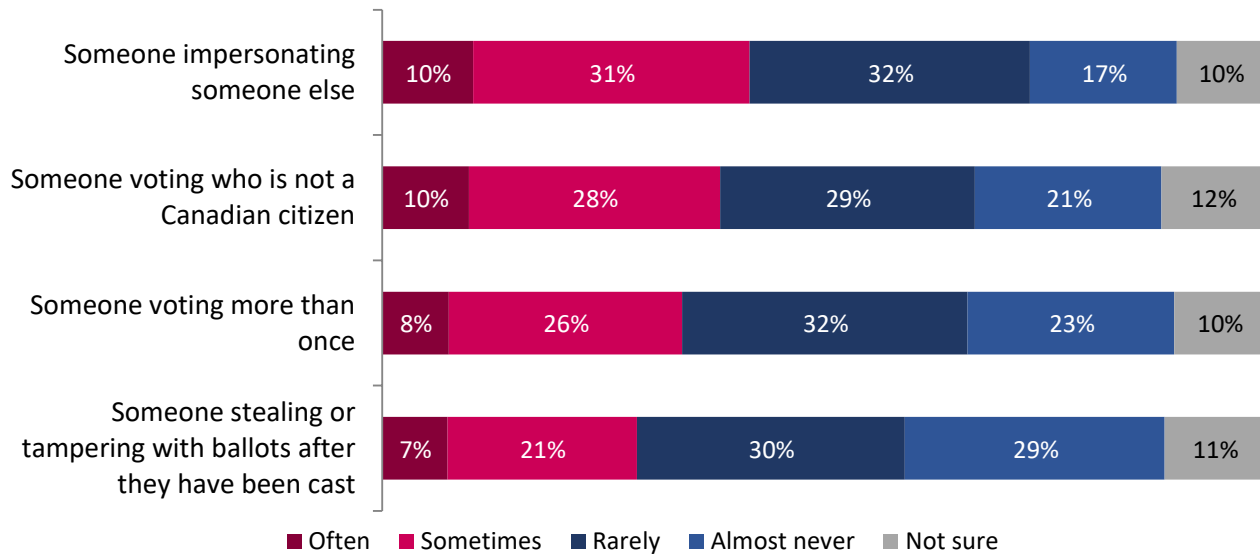
Figure 17: Perception of the frequency of certain types of fraud – Tracking



Q: Overall, how often do you think the following types of voter fraud happen in Canadian federal elections? Base: All respondents (n=2,501)

Note: For analysis purposes, a Total Frequent (Often + Sometimes) has been calculated.

Figure 18: Perception of the frequency of certain types of fraud – Detailed March 2024 results



Q: Overall, how often do you think the following types of voter fraud happen in Canadian federal elections? Base: All respondents (n=2,501)

The following subgroups were more or less likely to think that “someone impersonating someone else” is a kind of fraud that happens often or sometimes in Canadian federal elections:

- Women (44%) were more likely to think impersonation happens than men (39%).
- Electors living in Quebec (49%) were more likely to think impersonation happens, while electors living in British Columbia (36%) were less likely.
- Respondents living in rural areas or small towns (46%) were more likely to think impersonation happens than those who live in urban or suburban areas (40%).
- Respondents with some college or trade school education (47%) were more likely to think impersonation happens, while those with at least some university education (38%) were less likely to think so.
- Respondents without a disability were more likely (43%) to think impersonation happens, while those with one were less likely (35%).
- Infrequent voters (46%) were more likely, while habitual voters (40%) were less likely.
- Those who did not vote in the 2021 election (51%) were more likely than those who voted in 2021 (40%).
- Respondents who do not have knowledge of federal and provincial powers (46%) were more likely, while those who do (40%) were less likely.
- Electors with strong (66%) conspiracy beliefs were more likely to think impersonation happens, while those who do not hold conspiracy beliefs (28%) were less likely.
- Respondents who tend to be distrustful of people (47%) were more likely to think impersonation happens than those who tend to be trustful (36%).

- Respondents who feel strongly polarized politically (49%) were more likely to think impersonation happens, while those who do not feel polarized (38%) were less likely.

The following subgroups were more or less likely to think that “someone voting who is not a Canadian citizen” is a kind of fraud that happens often or sometimes in Canadian federal elections:

- Electors from British Columbia (32%) were less likely to think it happens often or sometimes compared to electors in all other provinces.
- Respondents living in rural or small towns (43%) were more likely to think someone voting who is not a Canadian citizen is a kind of fraud that happens often or sometimes than those who live in urban or suburban areas (37%).
- Respondents with a high school or less education (45%) and those with a college-level education (43%) were more likely to think non-citizen voting happens, while those with some university education (33%) were less likely.
- Indigenous electors (55%) were more likely to think non-citizen voting happens than non-Indigenous electors (38%).
- Infrequent voters (42%) were more likely to think non-citizen voting happens than habitual voters (37%).
- Those who did not vote in the 2021 election (44%) were more likely.
- Respondents who have no knowledge of federal and provincial powers (42%) were more likely, while those who do (37%) were less likely.
- Electors with strong conspiracy beliefs (65%) and mixed conspiracy beliefs (41%) were more likely to think non-citizen voting happens, while those who do not hold conspiracy beliefs (22%) were less likely.
- Respondents who tend to be distrustful of people (44%) were more likely to think non-citizen voting happens than those who tend to be trustful (32%).
- Respondents who do not feel polarized (36%) were less likely.

The following subgroups were more or less likely to think that “someone voting more than once” is a kind of fraud that happens often or sometimes in Canadian federal elections:

- Electors living in Quebec (38%) were more likely to think multiple voting happens.
- Respondents in rural or small towns (38%) were more likely to think multiple voting happens than those in urban or suburban areas (33%).
- Respondents with a high school degree or less (40%) and those with some college or trade education (38%) were more likely to think multiple voting happens, while those with at least some university education (29%) were less likely.
- Indigenous voters (48%) were more likely to think multiple voting happens than non-Indigenous voters (33%).
- Infrequent voters (41%) were more likely to think multiple voting happens than habitual voters (32%).
- 2021 non-voters (42%) were more likely to think multiple voting happens than 2021 voters (32%).

- Respondents who do not have knowledge of federal and provincial powers (41%) were more likely to think multiple voting happens than those who do (32%).
- Electors with strong conspiracy beliefs (61%) and mixed conspiracy beliefs (36%) were more likely to think multiple voting happens, while those who do not hold conspiracy beliefs (18%) were less likely.
- Respondents who tend to be distrustful of people (39%) were more likely to think multiple voting happens than those who tend to be trustful (28%).
- Respondents who do not feel polarized (31%) were less likely.

The following subgroups were more or less likely to think that “someone stealing or tampering with ballots after they have been cast” is a kind of fraud that happens often or sometimes in Canadian federal elections:

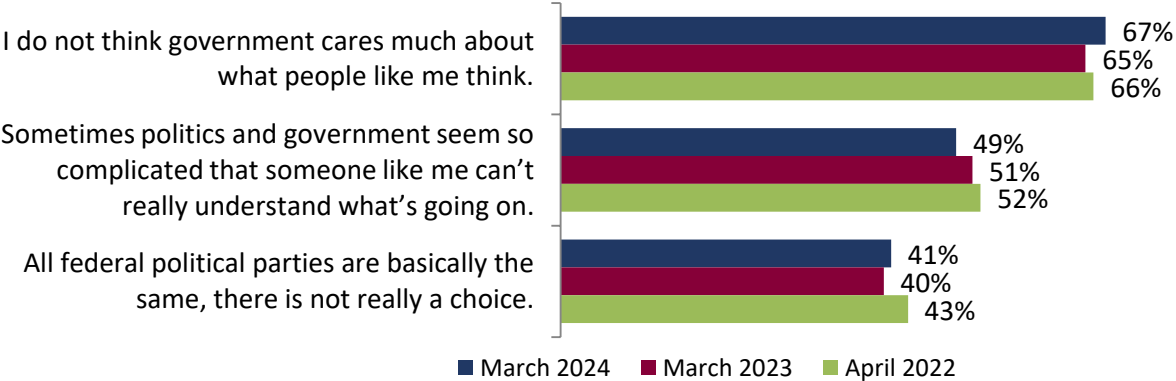
- Women (32%) were more likely to think ballot tampering happens than men (26%).
- Electors aged 18 to 34 (37%) and between 35 and 54 (32%) were more likely to think ballot tampering happens, while electors 55 and older were less likely (21%).
- Respondents from Ontario (31%) were more likely to think ballot tampering happens, while those from Quebec (25%) were less likely.
- Respondents living in a rural or small-town area (35%) were more likely to think ballot tampering happens than those living in urban or suburban areas (26%).
- Respondents with a high school degree or less education (35%) were more likely to think ballot tampering happens, while those with some university education (25%) were less likely.
- Indigenous electors (41%) were more likely to think ballot tampering happens.
- Respondents who are not interested in politics (33%) were more likely to think ballot tampering happens, while those who are interested were less likely (27%).
- Infrequent voters (40%) were more likely to think ballot tampering happens than habitual voters (25%).
- 2021 non-voters (44%) were more likely to think ballot tampering happens than 2021 voters (25%).
- Respondents who do not have knowledge of provincial and federal powers (41%) were more likely to think ballot tampering happens than those who do (25%).
- Electors with strong (65%) conspiracy beliefs were more likely to think ballot tampering happens, while those who do not hold conspiracy beliefs (12%) were less likely.
- Respondents who tend to be distrustful of other people (36%) were more likely to think ballot tampering happens than those who tend to be trustful (20%).
- Respondents who rarely see news about politics from any origin were more likely (36%), while respondents who often see news about Canadian politics were less likely (27%).
- Respondents who feel somewhat (32%) or strongly (35%) polarized politically were more likely to think ballot tampering happens, while those who do not feel polarized (25%) were less likely.

## **Political efficacy**

In March 2024, two thirds of electors (67%) said they do not think the government cares much what people like them think: 28% strongly agreed and 40% somewhat agreed. Around half of Canadian electors (49%) agreed either strongly (12%) or somewhat (37%) that sometimes politics and government seem so complicated that someone like them can't understand it. Finally, four in 10 (41%) agreed that all federal political parties are basically the same and do not really offer a choice, including 11% who strongly agreed and 30% who somewhat agreed.

In March 2024, a significantly higher proportion of Canadian electors agreed with the statement “I do not think government cares much about what people like me think” (67% versus 65% in March 2023).

Figure 19: Perceived political efficacy – Tracking

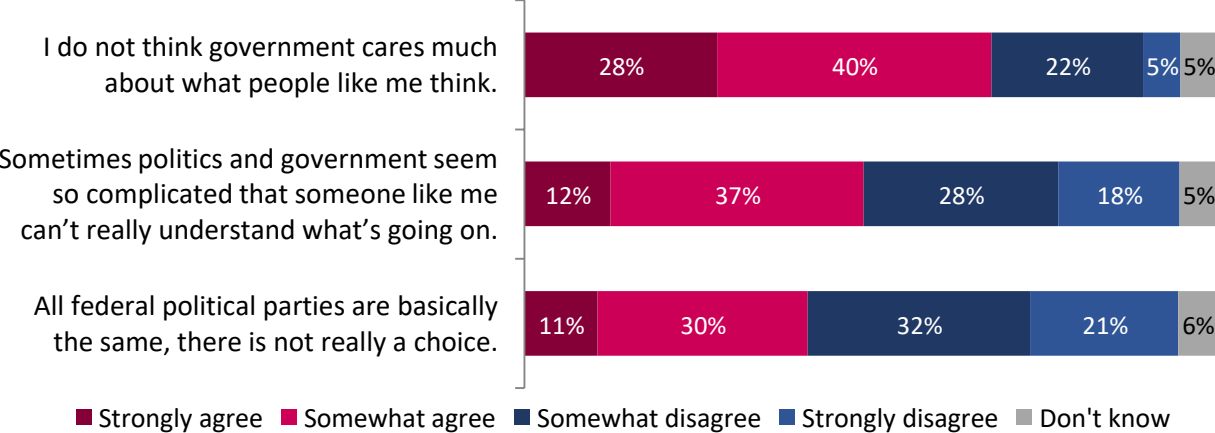


Q: Thinking about government and politics in Canada, how strongly do you agree or disagree with the following statements? Base: All respondents (n=2,501)

Note: For analysis purposes, a Total Agree (Strongly + Somewhat agree) has been calculated.

Note: Question added in April 2022.

Figure 20: Perceived political efficacy – Detailed March 2024 results



Q: Thinking about government and politics in Canada, how strongly do you agree or disagree with the following statements? Base: All respondents (n=2,501)

The following subgroups were more or less likely to agree with the statement “I do not think government cares much about what people like me think”:

- Women (70%) were more likely to agree than men (65%).
- Respondents living in Alberta (73%) were more likely to agree, while those living in Quebec (64%) were less likely to agree.
- Respondents with some college or trade education (74%) and high school or less education (72%) were more likely to agree, while those with university education (62%) were less likely.
- Respondents who identified as having a disability were more likely to agree (74%) than those without one (67%).
- Respondents who hold strong (88%) conspiracy beliefs were more likely to agree, while those who hold no conspiracy beliefs (56%) were less likely.
- Respondents who tend to be distrustful of people (75%) were more likely to agree than those who tend to be trustful (60%).
- Respondents who often see news about Canadian politics were more likely (69%) to agree, while respondents who rarely see news about politics from any origin were less likely (60%).
- Respondents who feel strongly polarized politically (74%) were more likely to agree compared to those who do not feel polarized (64%).

The following subgroups were more or less likely to agree with the statement “Sometimes politics and government seem so complicated that someone like me can’t really understand what’s going on”:

- Women (55%) were more likely to agree than men (43%).
- 18- to 34-year-old respondents (56%) were more likely to agree, while respondents aged 55 and older (44%) were less likely.
- Respondents living in a rural or small town area were more likely to agree (54%) than those living in urban or suburban areas (47%).
- Respondents with a high school education or less (64%) were more likely to agree, while those with some university-level education (42%) were less likely.
- Indigenous respondents were more likely to agree (60%).
- Respondents with a disability were more likely to agree (54%).
- Respondents who are not interested in politics (62%) were more likely to agree than those who are interested (43%).
- Infrequent voters (60%) were more likely to agree than habitual voters (45%).
- 2021 non-voters (59%) were more likely to agree than 2021 voters (46%).
- Respondents with no knowledge of federal and provincial powers (61%) were more likely to agree than those who do have knowledge of them (45%).
- Respondents with strong (64%) or mixed (53%) conspiracy beliefs were more likely to agree, while those with no conspiracy beliefs (36%) were less likely.
- Respondents who tend to be distrustful of people (56%) were more likely to agree than those who tend to be trustful (42%).
- Respondents who often see news about US/world politics but rarely see news about Canadian politics (58%), as well as those who rarely see news about politics from any origin (54%), were

more likely to agree, while those who often see news about Canadian politics (48%) were less likely.

- Respondents who feel strongly polarized politically (54%) were more likely to agree, while those who do not feel polarized are less likely (45%).

The following subgroups were more or less likely to agree with the statement “All federal political parties are basically the same, there is not really a choice”:

- Women (43%) were more likely to agree than men (38%).
- Respondents aged 35 to 54 (45%) were more likely to agree than others.
- Respondents living in rural or small-town areas (48%) were more likely to agree than those who live in urban or suburban areas (38%).
- Those with a high school or less education (47%) or some college or trade education (48%) were more likely to agree, while those with some university education (34%) were less likely.
- Respondents who are not interested in politics (49%) were more likely to agree than those who are interested (37%).
- Infrequent voters (52%) were more likely to agree than habitual voters (37%).
- 2021 non-voters (53%) were more likely to agree than 2021 voters (38%).
- Respondents who do not know provincial and federal powers (50%) were more likely to agree than those who do (38%).
- Respondents with strong (64%) conspiracy beliefs were more likely to agree, while those with no conspiracy beliefs (29%) were less likely.
- Respondents who tend to be distrustful of people (48%) were more likely to agree than those who are trustful (33%).

## **Affective polarization**

Respondents were asked to what extent they agreed with the following two statements:

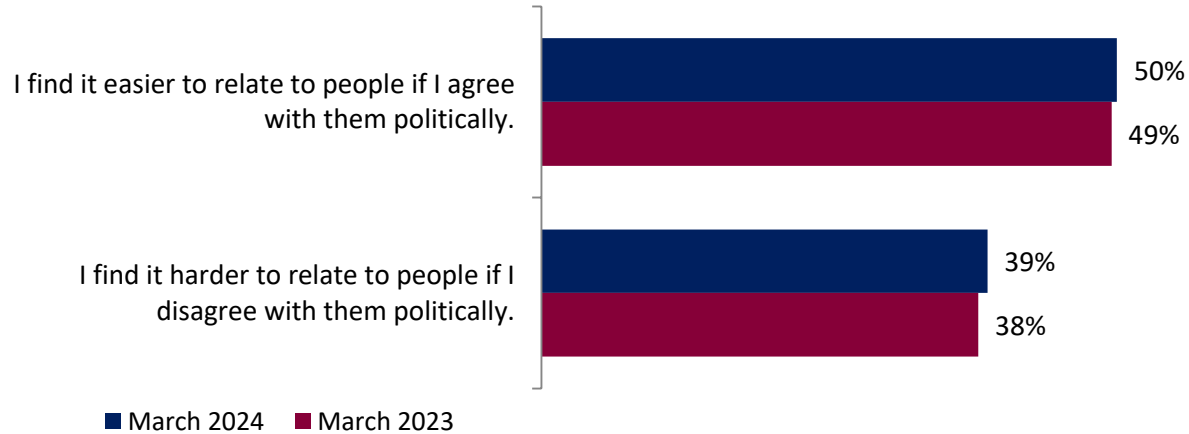
- I find it easier to relate to people if I agree with them politically.
- I find it harder to relate to people if I disagree with them politically.

Respondents more often expressed feeling an affinity toward those they agreed with politically rather than an aversion to those with whom they disagreed: half (50%) of respondents agreed to a large or moderate extent that they find it easier to relate to people if they agree with them politically, including 13% who agreed to a large extent and 37% to a moderate extent; 39% agreed that they find it harder to



relate to people if they disagree with them politically, including 8% who agreed to a large extent and 30% to a moderate extent.

Figure 21: Perceived ease/difficulty of relating to people based on political agreement/disagreement – Detailed March 2024 results.



Q: Thinking about Canadians you might agree or disagree with politically, to what extent do you agree with the following statements? Base: All respondents (n=2,501)

Note: For analysis purposes, a Total Agree (Large + Moderate extent) has been calculated.

Note: Question added in March 2023.

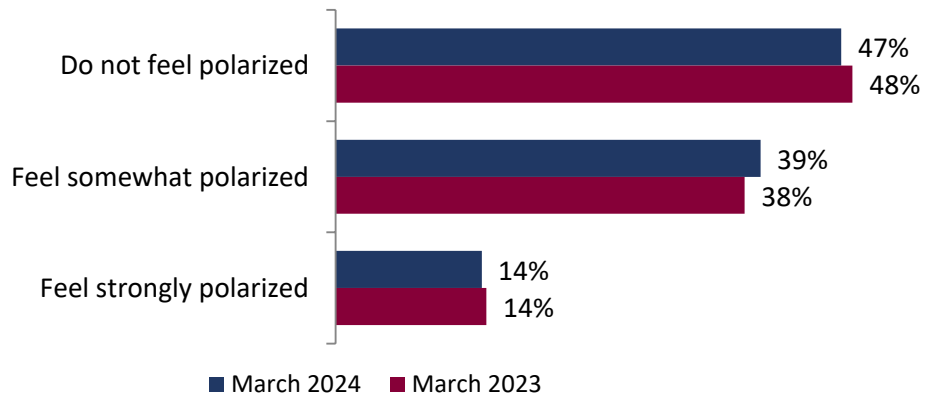
The responses to both statements were added to develop a measure of affective political polarization, where a person is considered to feel more strongly polarized in how they relate to others politically the more they feel an affinity toward those they agree with politically while also feeling an aversion toward those with whom they disagree.<sup>7</sup>

Based on this definition, around half (47%) of Canadian electors did not feel polarized in how they relate to other Canadians, in that they did not find it easier to relate to those they agreed with politically, nor did they find it harder to relate to those with whom they disagreed. On the other hand, a minority of 14% felt strongly polarized, meaning they found it easier to relate to those they agreed with politically to a large or moderate extent while also agreeing to a similar extent that it was harder for them to relate to

<sup>7</sup> The responses to each statement was assigned a score ranging from 0 (“Not at all”) to 3 (“To a large extent”) which were added to create a total affective polarization score with a range from 0 to 6. Scores of 5–6 were considered to indicate feeling strongly polarized, 3–4 feeling somewhat polarized, and 0–2 not feeling polarized.

those with whom they disagreed. Over a third (39%) felt somewhat polarized, falling in the middle of the two groups. The results remain stable since March 2023.

Figure 22: Affective Polarization



Q: Thinking about Canadians you might agree or disagree with politically, to what extent do you agree with the following statements? Base: All respondents (n=2,501)

Note: Question added in March 2023.

The following subgroups were more or less likely to feel strongly polarized in how they related to others politically:

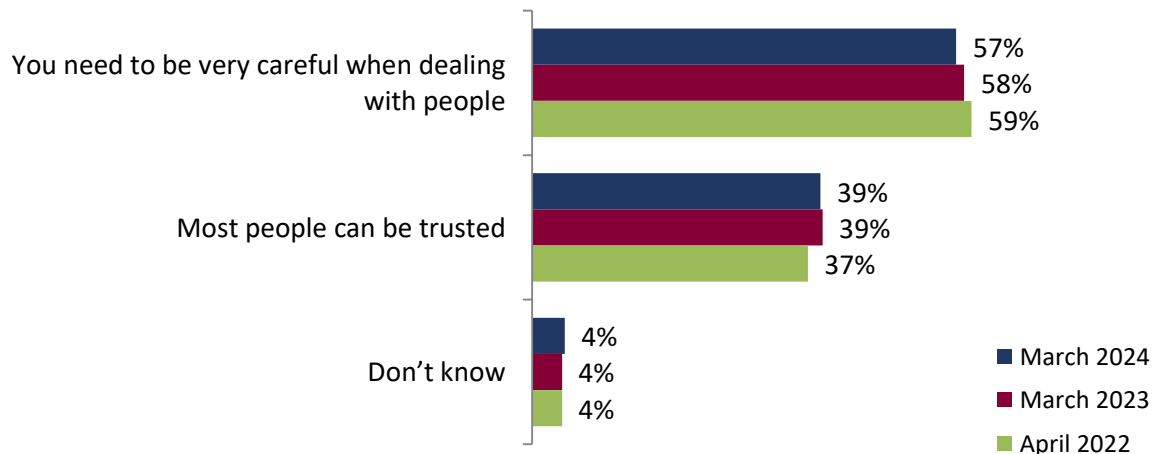
- 18- to 34-year-olds were more likely to feel strongly polarized (19%), while those 55 years and older were less likely (11%).
- Respondents living in British Columbia (18%) were more likely to feel polarized, while those living in Manitoba/Saskatchewan (7%) were less likely.
- Respondents living in an urban or suburban area (15%) were more likely to feel strongly polarized than those living in rural or small-town areas (11%).
- Respondents with a university degree were more likely to feel strongly polarized (15%).
- Indigenous respondents were more likely to feel strongly polarized (22%).
- Canadian-born respondents were more likely to feel strongly polarized (14%).
- Respondents with a disability (19%) were more likely to feel polarized, while those without one were less likely (13%).
- Respondents who are interested in politics (16%) were more likely to feel strongly polarized than those who are not interested in politics (7%).
- Habitual voters were more likely to feel strongly polarized (15%), while infrequent voters were less likely (10%).
- Those with strong conspiracy beliefs (18%) were more likely to feel strongly polarized, while those with mixed conspiracy beliefs were less likely (11%).

- Respondents who often see news about Canadian politics were more likely to feel strongly polarized (15%), while those who rarely see news about politics from any origin were less likely to feel strongly polarized (6%).

## Trust in people

A slight majority (57%) of Canadians said that, generally speaking, they need to be careful when dealing with people, while almost four in 10 (39%) said that most people can be trusted. Results remain stable since March 2023.

Figure 23: Trust in people



Q: Generally speaking, would you say that most people can be trusted, or that you need to be very careful when dealing with people? Base: All respondents (n=2,501)

Note: Question added in April 2022.

The following subgroups were more or less likely to think that most people can be trusted:

- Men (42%) were more likely to think that most people can be trusted than women were (36%).
- Respondents aged 55 and older (45%) were more likely to say that most people can be trusted, while those aged 18 to 34 (32%) were less likely.
- Electors from British Columbia were more likely to say that most people can be trusted (45%), while those from Ontario were less likely (36%).
- Respondents with at least some university education (45%) were more likely to say that most people can be trusted, while those with some college or trade education (36%) or high school or less (28%) were less likely.
- Non-Indigenous respondents were more likely to say that most people can be trusted (40%).
- Canadian-born respondents were more likely to say that most people can be trusted (40%).
- Respondents without a disability were more likely to say that most people can be trusted (41%), while those who have one are less likely (28%).
- Respondents who are interested in politics (43%) were more likely to say that most people can be trusted than those who are not interested (29%).

- Habitual voters (44%) were more likely to say that most people can be trusted than infrequent voters (24%).
- Respondents who voted in 2021 GE (43%) were more likely to say that most people can be trusted than those who were eligible but did not vote (32%).
- Respondents with knowledge of provincial and federal powers (42%) were more likely to say that most people can be trusted than those without this knowledge (29%).
- Respondents with no conspiracy beliefs (56%) were more likely to say that most people can be trusted, while those with mixed (30%) or strong (28%) conspiracy beliefs were less likely to do so.
- Respondents who often see news about Canadian politics (42%) were more likely to say that most people can be trusted, while those who rarely see news about politics from any origin (26%) were less likely.

## Belief in government conspiracy theories

Belief in broad conspiracy theories about government remained similar in March 2024 compared with March 2023, as less than half of respondents accepted each of the theories presented as being probably or definitely true. The most accepted theory (42%) was that certain significant events have been the result of the activity of a small group who secretly manipulate world events, with 10% thinking it was definitely true and 32% probably true. About one third (34%) thought that experiments involving new drugs or technologies are routinely carried out on the public without their knowledge or consent (9% definitely true, 25% probably true). One in five (21%) Canadian electors thought that the government is trying to cover up the link between vaccines and autism (6% definitely true, 15% probably true).

Figure 24: Belief in conspiracy theories – Tracking

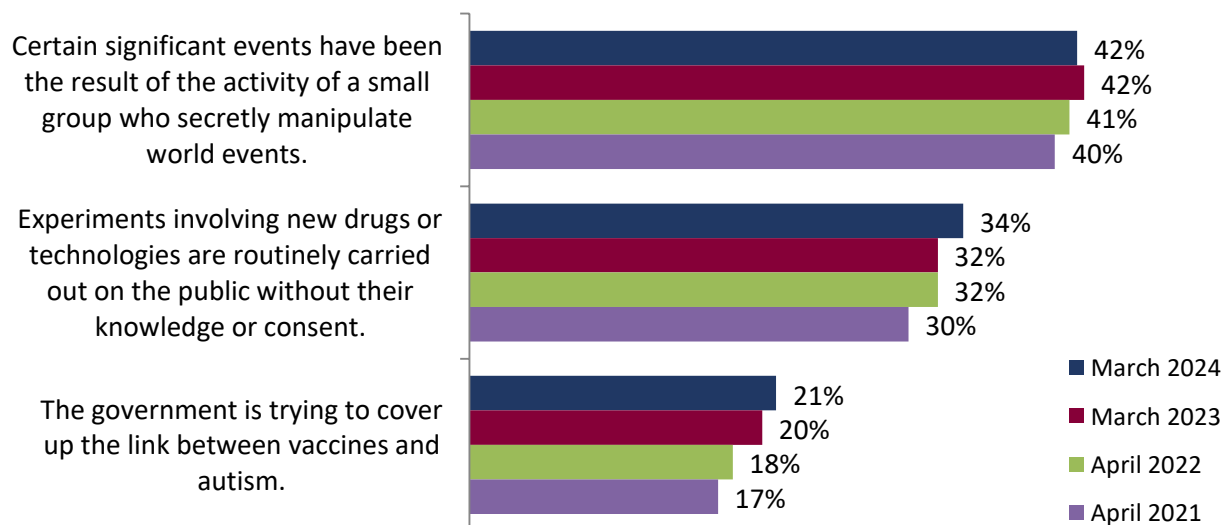
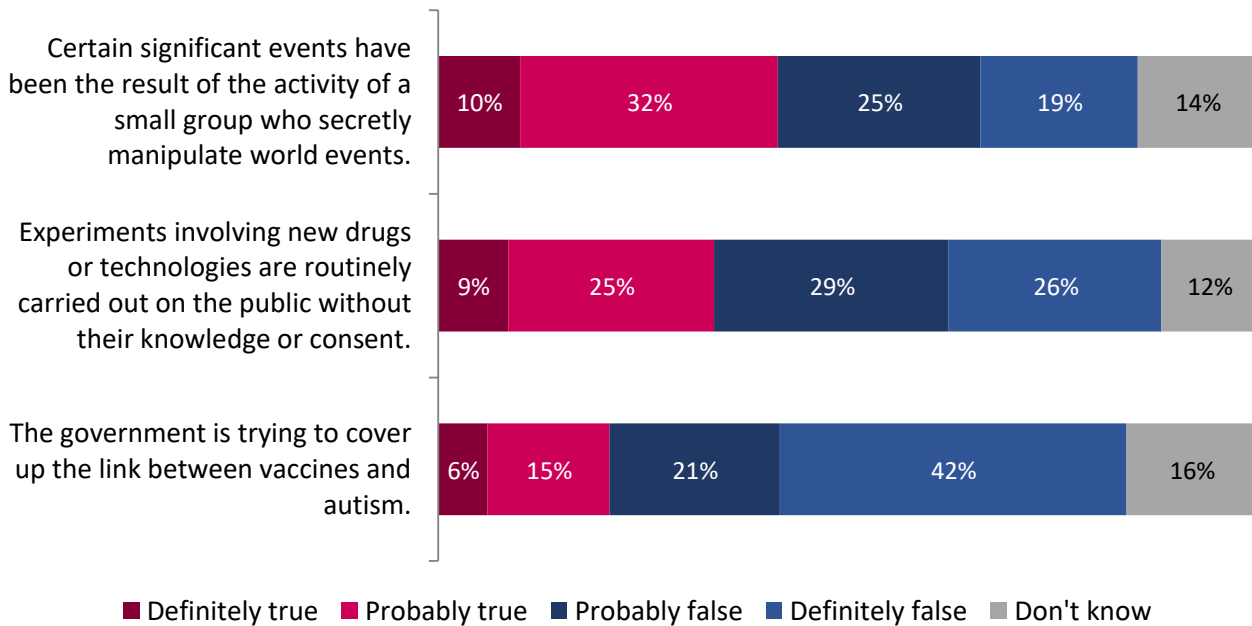


Figure 25: Belief in conspiracy theories – Detailed March 2024 results



Q: There is often debate about whether or not the public is told the whole truth about various important issues. Please indicate the degree to which you believe each statement is true or false? Base: All respondents (n=2,501)

The following subgroups were more or less likely to think that the statement “certain significant events have been the result of the activity of a small group who secretly manipulate world events” was definitely or probably true:

- Respondents aged between 18 and 34 years old were less likely than others to accept this as true (38%).
- Electors from Alberta were more likely to accept this as true (51%).
- Respondents with a high school education or less (46%) and those with some college or trade school (48%) were more likely to accept this as true, while those with some university (36%) were less likely to accept it.
- Indigenous respondents were more likely to accept this as true (52%).
- Immigrant electors (50%) were more likely to accept this as true than Canadian-born electors (40%).
- Infrequent voters (48%) were more likely to accept this as true, while habitual voters (39%) were less likely.
- Respondents who did not vote in the 2021 GE (54%) were more likely to accept this as true, while those who voted were less likely (39%).
- Respondents who do not have knowledge of federal and provincial powers (47%) were more likely to accept this as true than those who do have this knowledge (40%).

- Respondents who tend to be distrustful of people (48%) were more likely to accept this as true than those who tend to be trustful (34%).
- Respondents who felt somewhat polarized politically (46%) were more likely to accept this as true, while those who do not feel polarized (37%) were less likely.

The following subgroups were more or less likely to think that the statement “experiments involving new drugs or technologies are routinely carried out on the public without their knowledge or consent” is definitely or probably true:

- Electors aged 35 to 54 (39%) were more likely to accept this as true, while electors aged 55 and older (28%) were less likely.
- Ontario respondents (37%) were more likely to accept this as true, while Quebec respondents (27%) were less likely.
- Respondents with a high school or less education (43%) were more likely to accept this as true, while those with a university education (29%) were less likely.
- Indigenous electors (46%) were more likely to accept this as true than non-Indigenous electors (33%).
- Immigrant electors (40%) were more likely to accept this as true than Canadian-born electors (32%).
- Respondents who are not interested in politics (38%) were more likely to accept this as true than those who are interested (32%).
- Infrequent voters (44%) were more likely to accept this as true than habitual voters (30%).
- Respondents who did not vote in the 2021 GE (49%) were more likely to accept this as true, while those who voted were less likely (30%).
- Respondents who do not have knowledge of federal and provincial powers (47%) were more likely to accept this as true than those who do have this knowledge (30%).
- Respondents who tend to be distrustful of people (41%) were more likely to accept this as true than those who tend to be trustful (25%).
- People who often see news about Canadian politics were less likely (33%) to accept this as true.
- Respondents who feel somewhat polarized are more likely to accept this as true (37%), while those who do not feel polarized are less likely (30%).

The following subgroups were more or less likely to think that the statement “The government is trying to cover up the link between vaccines and autism” is definitely or probably true:

- Electors aged 35 to 54 (26%) were more likely to accept this as true, while electors 55 and older (17%) were less likely.
- Electors living in Ontario (23%) were more likely to accept this as true, while electors living in Quebec (16%) were less likely.
- Respondents living in rural or small-town areas (24%) were more likely to accept this as true than those living in urban or suburban areas (20%).

- Respondents with a high school or less education (28%) and some college or trade school degree (24%) were more likely to accept this as true, while those with at least some university education (17%) were less likely.
- Indigenous electors (32%) were more likely to accept this as true than non-Indigenous electors (20%).
- Immigrant electors (28%) were more likely to accept this as true than Canadian-born electors (19%).
- Infrequent voters (30%) were more likely to accept this as true than habitual voters (18%).
- Respondents who did not vote in the 2021 GE (36%) were more likely to accept this as true, while those who were eligible but did not vote were less likely (17%).
- Respondents who do not know provincial and federal powers (35%) were more likely to accept this as true than those who do (17%).
- Respondents who tend to be distrustful of people (25%) were more likely to accept this as true than those who tend to be trustful (16%).
- Respondents who feel somewhat (25%) polarized politically were more likely to accept this as true, while those who do not feel polarized (17%) were less likely.

Respondents were categorized as having strong, mixed or no conspiracy beliefs, where those who accepted all statements as at least probably true or any two statements as definitely true were considered to have strong conspiracy beliefs, while those who rejected all of the statements as probably or definitely false were considered to have no beliefs, and all others were considered to have mixed beliefs. Based on this definition, 15% of respondents in March 2024 were identified as having strong conspiracy beliefs, 51% had mixed beliefs, and 34% had no beliefs.

# Appendix

## A.1 Quantitative Methodology

Quantitative research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology.

As a Canadian Research Insights Council (CRIC) member, Léger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research—Series D—Quantitative Research.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Léger, all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act*.

The questionnaire is available in Appendix A2.

### A.1.1 Sampling Procedure

Computer Aided Web Interviewing (CAWI)

Léger conducted a panel-based Internet survey with a sample of adult Canadians. A total of 2,501 respondents participated in the survey. The exact distribution is presented in the following section. Participant selection was done randomly from Leo’s online panel.

Léger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of web users profiled on different sociodemographic variables. The majority of Léger’s panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

### A.1.2 Data Collection

Fieldwork for the survey was conducted from March 12 to 19, 2024. The participation rate for the survey was 15%. A pretest of 51 interviews was completed on March 12, 2024.

To achieve data reliability in all subgroups, a total sample of 2,501 Canadians who are eligible voters were surveyed, in all regions of the country.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

Based on data from Statistics Canada’s 2021 national census, Léger weighted the results of this survey by age and gender within each region of the country.



The following table details the regional distribution of respondents. The baseline sample attempted to replicate as closely as possible the actual distribution of the Canadian population.

**Table A.1 Regional Distribution of Respondents**

Region	Number of respondents
Atlantic	182
Quebec	581
Ontario	964
Manitoba/Saskatchewan	157
Alberta	275
British Columbia + Territories	342
<b>Total</b>	<b>2,501</b>

### A.1.3 Participation Rate

The overall participation rate for this study is 11.3%.

Below is the calculation of the web survey's participation rate. The overall response rate for this study is 11.3%. The participation rate is calculated using the following formula: Participation rate / response rate =  $R \div (U + IS + R)$ . The table below provides details of the calculation.

**Table A.2 Participation Rate Calculation**

<b>Invalid cases</b>	<b>193</b>
Invitations mistakenly sent to people who did not qualify for the study	193
Incomplete or missing email addresses	–
<b>Unresolved (U)</b>	<b>19,738</b>
Email invitations bounce back	19
Email invitations unanswered	19,719
<b>In-scope non-responding units (IS)</b>	<b>120</b>
Non-response from eligible respondents	–
Respondent refusals	–
Language problem	–
Selected respondent not available (illness; leave of absence; vacation; other)	–
Early breakoffs	120
<b>Responding units (R)</b>	<b>2,540</b>
Surveys disqualified – quota filled	31
Completed surveys disqualified for other reasons	8
Completed interviews	2,501
<b>POTENTIALLY ELIGIBLE (U+IS+R)</b>	<b>22,398</b>

Participation rate

11.3%

The typical participation rates for a web survey are between 20% and 30%. A response rate of 11.3% may seem a bit low, but given the limited amount of time for fieldwork, we had to spread the invitations more widely in the panel to achieve our objectives, which has an impact on the participation rate. The participation rate is similar to that of the last wave of the study that took place in 2023.

### A.1.4 Unweighted and Weighted Samples

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The weighting adjusted for some discrepancies due to quotas that had been placed on certain regions including the Atlantic region and the Prairies in order to have a sufficient sample in these regions. Therefore, the weighting minimized the weight of these regions that had been voluntarily inflated and slightly increased the weight of Quebec and Ontario.

**Table A.3 Unweighted and Weighted Sample Distribution by Province**

Region	Unweighted	Weighted
Atlantic	182	168
Quebec	581	576
Ontario	964	965
Manitoba/Saskatchewan	157	160
Alberta	275	277
British Columbia + Territories	342	355
<b>Total</b>	<b>2,501</b>	<b>2,501</b>

The following tables present the demographic distribution of respondents, according to gender and age.

First, regarding gender, we can see that weighting has adjusted slightly the proportion of male and female. The adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

**Table A.4 Unweighted and Weighted Sample Distribution by Gender**

Gender	Unweighted	Weighted
Male	1,222	1,216
Female	1,267	1,272
<b>Total</b>	<b>2,501</b>	<b>2,501</b>

\* Responses not displayed in the table correspond to “other” and “refusal.”

Regarding age distribution, the weighting process has corrected some minor discrepancies. The actual distribution of the sample generally follows the distribution of age groups in the actual population. In this case, it is unlikely that the observed distributions introduce a non-response bias for a particular age group. Because the differences were so small, weighting allowed the weights to be corrected without further manipulation.

**Table A.5 Unweighted and Weighted Sample Distribution by Age Group**

Age	Unweighted	Weighted
Between 18 and 34	662	668
Between 35 and 55	797	805
55 and over	1,042	1,028
<b>Total</b>	<b>2,501</b>	<b>2,501</b>

There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study. The relatively small weight factors (see section below) and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

**Table A.6 Weight Factors by Profile**

Gender	Province	Age	Weight
Men	British Columbia + Territories	18-24	0.7036
		25-34	1.2050
		35-44	1.1420
		45-54	1.0586
		55-64	1.1747
		65+	1.6115
	Alberta	18-24	0.6049
		25-34	1.0033
		35-44	1.0819
		45-54	0.9115
		55-64	0.8983
		65+	0.9914
	Manitoba/Saskatchewan	18-24	0.3823
		25-34	0.5589
		35-44	0.5456
		45-54	0.4782
		55-64	0.5303
		65+	0.6584
Ontario	18-24	2.1192	
	25-34	3.3074	

		35-44	2.9929	
		45-54	2.9760	
		55-64	3.2772	
		65+	4.0270	
	Quebec	18-24	1.0850	
		25-34	1.7944	
		35-44	1.8835	
		45-54	1.7539	
		55-64	2.0655	
		65+	2.6936	
	Atlantic region	18-24	0.3232	
		25-34	0.4643	
		35-44	0.4638	
		45-54	0.5166	
		55-64	0.6304	
		65+	0.8496	
	Women	British Columbia + Territories	18-24	0.6627
			25-34	1.1949
35-44			1.1755	
45-54			1.1361	
55-64			1.2613	
65+			1.8419	
Alberta		18-24	0.5662	
		25-34	1.0078	
		35-44	1.0900	
		45-54	0.9042	
		55-64	0.9135	
		65+	1.1221	
Manitoba/Saskatchewan		18-24	0.3501	
		25-34	0.5518	
		35-44	0.5532	
		45-54	0.4834	
		55-64	0.5437	
		65+	0.7759	
Ontario		18-24	1.9659	
		25-34	3.2647	
		35-44	3.1814	
		45-54	3.1905	
		55-64	3.4634	
		65+	4.8329	
Quebec	18-24	1.0393		
	25-34	1.7768		
	35-44	1.8885		

		45-54	1.7373
		55-64	2.1039
		65+	3.1964
	Atlantic region	18-24	0.2995
		25-34	0.4650
		35-44	0.4964
		45-54	0.5484
		55-64	0.6678
		65+	0.9837

**Table A.7 Weight Factors by Province and Territories**

<b>Label</b>	<b>Weight</b>
<b>British Columbia</b>	13,8783
<b>Alberta</b>	11,0950
<b>Saskatchewan</b>	2,9165
<b>Manitoba</b>	3,4955
<b>Ontario</b>	38,5984
<b>Quebec</b>	23,0182
<b>New Brunswick</b>	2,1532
<b>Nova Scotia</b>	2,6997
<b>Prince Edward Island</b>	0,4218
<b>Newfoundland</b>	1,4340
<b>Northwest Territories</b>	0,1044
<b>Yukon + Nunavut</b>	0,1850

## A.2 Survey Questionnaire

### Tracking survey on electoral matters – W4

Please select the language in which you wish to complete the survey.

- English/Anglais
- French/*Français*

Thank you for agreeing to take part in this short survey being conducted on behalf of Elections Canada by Léger. The survey aims to understand your honest opinions about trust in elections and other institutions in Canada. The survey should take no more than 8 minutes to complete, is voluntary, and completely confidential.

Any personal information collected is subject to the federal *Privacy Act* and will be held in strict confidence. By taking part in this survey, you consent to the use of your answers for research and statistical purposes. None of your opinions will be attributed to you personally in any way. The anonymous database of all responses may be shared with external researchers under the strict condition that no personal information is ever distributed or made public.

Click [<here>](#) if you wish to contact Elections Canada to verify the authenticity of this survey.

To view Léger's privacy policy, click [<here>](#).

#### 1. Citizen

Are you a Canadian citizen?

- 01. Yes
- 02. No [TERMINATE]

#### 2. YOB

In what year were you born?

Record year: [NUMBER]

99. Prefer not to say [TERMINATE]

[IF YOB>=2007, terminate]

[Show if YOB=2006]

#### 3. Eighteen

Are you currently 18 years of age?

- 01. Yes

02. No [TERMINATE]

#### 4. ProvTerr

In which province or territory do you live?

01. Alberta
02. British Columbia
03. Manitoba
04. New Brunswick
05. Newfoundland and Labrador
06. Northwest Territories
07. Nova Scotia
08. Nunavut
09. Ontario
10. Prince Edward Island
11. Quebec
12. Saskatchewan
13. Yukon
14. I live outside Canada [TERMINATE]

#### 5. Gender

For the purposes of this survey, could you please provide your gender?

01. Female
02. Male
96. Or please specify. [TEXT]
99. Prefer not to say

#### 6. MainNews

In general, which of these would you say is your main source of news?

[RANDOMIZE 01-06]

01. Print newspapers or magazine
02. Online news websites or apps
03. Television
04. Radio
05. Social media: mostly posts by friends or family
06. Social media: mostly posts by news organizations or journalists
07. Other online news content (videos, podcasts, influencers)
96. Other. Please specify: [TEXT]
97. I don't follow the news
98. Don't know / Refused

## 7. NewsOrigin

Thinking about your main source of news, how often do you see stories covering Canadian politics, US politics, or politics from the rest of the world?

[Grid]

[Rows]

- a. Canadian politics
- b. US politics
- c. World politics

[Columns]

- 01. Very often
- 02. Somewhat often
- 03. Somewhat rarely
- 04. Very rarely
- 98. Don't know

## 8. Polinterest

In general, how interested are you in politics?

- 01. Very interested
- 02. Somewhat interested
- 03. Not very interested
- 04. Not at all interested
- 98. Don't know

[Rotate KnowProvPowers and KnowFedPowers]

## 9. KnowProvPowers

To the best of your knowledge, which level of government has primary responsibility for education?

- 01. Federal government
- 02. Provincial government
- 03. Municipal government
- 98. Don't know

## 10. KnowFedPowers

To the best of your knowledge, which level of government has primary responsibility for defence?

- 01. Federal government
- 02. Provincial government
- 03. Municipal government
- 98. Don't know

## 11. Confidence



How much confidence, if any, do you have in the following institutions in Canada?

[GRID]

[ROWS; RANDOMIZE ITEMS]

- a. The provincial government
- b. The federal government
- c. The police
- d. Big business/corporations
- e. Elections Canada
- f. Mainstream media
- g. Social media platforms

[COLUMNS]

- 01. A great deal of confidence
- 02. A fair amount of confidence
- 03. Not much confidence
- 04. No confidence
- 98. Don't know

## 12. GEfairness

Thinking about federal elections in general, how fairly or unfairly would you say Elections Canada runs the elections?

- 01. Very fairly
- 02. Somewhat fairly
- 03. Somewhat unfairly
- 04. Very unfairly
- 98. Don't know

[IF GEfairness = 03, 04]

## 13. ReasonUnfair

Is there a specific reason you think Elections Canada runs elections unfairly?

[OPEN-ENDED]

- 97. No particular reason
- 98. Don't know
- 99. Prefer not to say

## 14. TrustElectionChanges

[Split sample A and B]

A. How much do you agree or disagree with the following statement?

If the government proposes changes to how federal elections are run, they are probably trying to make voting easier or fairer for all Canadians.

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. Don't know

B. How much do you agree or disagree with the following statement?

If Elections Canada proposes changes to how federal elections are run, they are probably trying to make voting easier or fairer for all Canadians.

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. Don't know

### 15. InterferenceImpact

Based on what you have seen or heard recently, what impact, if any, do you think the following could have on the outcome of the next federal election in Canada?

[GRID]

[ROWS; RANDOMIZE a to d]

- a. Hacking by foreign countries or groups into the computer systems that support the election.
- b. Foreign countries or groups using social media and other means to influence the political opinions of Canadians.
- c. The spread of false information online.
- d. Foreign money being used to influence politics in Canada.

[COLUMNS]

- 01. Major impact
- 02. Moderate impact
- 03. Minor impact
- 04. No impact at all
- 98. Don't know

### 16. FraudPerception

[Split sample A and B]

A. Which statement is closest to your opinion about the voting system in Canada?

[ROTATE 01 and 02]

- 01. Voting is prone to fraud
- 02. Voting is safe and reliable
  
- 98. Don't know

B. Which statement is closest to your opinion about voting by mail in Canada?

[ROTATE 01 and 02]

- 01. Voting by mail is prone to fraud
- 02. Voting by mail is safe and reliable
  
- 98. Don't know

#### 17. FraudFrequency

Overall, how often do you think the following types of voter fraud happen in Canadian federal elections?

[GRID]

[ROWS; ROTATE]

- a. Someone voting who is not a Canadian citizen
- b. Someone voting more than once
- c. Someone stealing or tampering with ballots after they have been cast
- d. Someone impersonating someone else

[COLUMNS]

- 01. Often
- 02. Sometimes
- 03. Rarely
- 04. Almost never
- 98. Not sure

#### 18. PoliticalEfficacy

Thinking about government and politics in Canada, how strongly do you agree or disagree with the following statements?

[Grid]

[Randomize rows]

- a. All federal political parties are basically the same, there is not really a choice.
- b. I do not think government cares much about what people like me think.
- c. Sometimes politics and government seem so complicated that someone like me can't really understand what's going on.

[Columns]

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. Don't know

### 19. AffectivePolarization

Thinking about Canadians you might agree or disagree with politically, to what extent do you agree with the following statements?

[Grid]

[Randomize rows]

- a. I find it easier to relate to people if I agree with them politically.
- b. I find it harder to relate to people if I disagree with them politically.

[Columns]

- 03. To a large extent
- 02. To a moderate extent
- 01. To a small extent
- 00. Not at all
- 98. Don't know

### 20. TrustPeople

Generally speaking, would you say that most people can be trusted, or that you need to be very careful when dealing with people?

- 01. Most people can be trusted
- 02. You need to be very careful when dealing with people
- 98. Don't know

### 21. ConspiracyBeliefs

There is often debate about whether or not the public is told the whole truth about various important issues. Please indicate the degree to which you believe each statement is true or false.

[GRID]

[ROWS; RANDOMIZE]

- a. Certain significant events have been the result of the activity of a small group who secretly manipulate world events.

- b. Experiments involving new drugs or technologies are routinely carried out on the public without their knowledge or consent.
- c. The government is trying to cover up the link between vaccines and autism.

[COLUMNS]

- 01. Definitely true
- 02. Probably true
- 03. Probably false
- 04. Definitely false
- 98. Don't know

## 22. Area

Which of the following best describes the area where you live?

- 01. Urban or suburban area
- 02. Rural area or small town
- 99. Prefer not to answer

## 23. Education

What is the highest level of education that you have reached?

- 01. Some elementary
- 02. Completed elementary
- 03. Some high school
- 04. Completed high school
- 05. Some college/vocational/trade school/commercial/CEGEP
- 06. Completed college/vocational/trade school/ commercial/CEGEP
- 07. Some university (No degree or diploma obtained)
- 08. Completed university (Diploma or bachelor degree)
- 09. Post-graduate university/professional school (Master's, PhD, or any professional degree)
- 96. Other (specify)
- 98. Don't know
- 99. Prefer not to answer

## 24. Employment

What best describes your current employment status?

- 01. Working full-time (35 or more hours per week)
- 02. Working part-time (less than 35 hours per week)
- 03. Self-employed
- 04. DELETED ITEM
- 05. Unemployed, and looking for work

- 06. A student attending school
- 07. Training for a trade (e.g. apprenticeship)
- 08. Retired
- 09. A caregiver or homemaker
- 10. Not working due to illness/disability, or not looking for work
- 11. Temporarily not working (e.g. parental leave, seasonal worker, in the process of changing jobs)
- 96. Other, please specify: [TEXT]
- 99. Prefer not to answer

### 25. Indigenous

Are you First Nation, Métis, or Inuk (Inuit)?

- 01. No, not First Nations, Métis or Inuk (Inuit)
- 02. Yes, First Nations
- 03. Yes, Métis
- 04. Yes, Inuit
- 99. Prefer not to answer

[Hide if Indigenous=02-04]

### 26. Immigrant

Are you an immigrant to Canada?

- 01. No, I was born a Canadian citizen
- 02. Yes, I was born abroad and I became a citizen before 2016
- 03. Yes, I was born abroad and I became a citizen in or after 2016
- 99. Prefer not to answer

### 27. Disability

Do you have a disability?

- 01. Yes
- 02. No
- 99. Prefer not to say

### 28. PastVoting

In each election, many people don't or can't vote for a variety of reasons. Thinking about all elections (municipal, provincial and federal) since you have been eligible to vote, have you voted in none of them, some, most, or all of them?

- 01. None of them

- 02. Some of them
- 03. Most of them
- 04. All of them
- 98. Don't know/don't remember

[Hide if YOB>2003 or PastVoting=01]

### 29. VotedLastGE

The most recent federal election was held on September 20, 2021. Which of the following statements describes you?

- 01. I did not vote in the 2021 federal election
- 02. I thought about voting this time but didn't vote
- 03. I usually vote but didn't this time
- 04. I am sure I voted in the 2021 federal election
- 98. Don't know/don't remember
- 99. I was not eligible to vote in September 2021

### ONLINE CLOSING PAGE

That concludes the survey. This survey was conducted on behalf of Elections Canada. Thank you very much for your thoughtful feedback. It is much appreciated.

If you have any questions about this survey, you can contact Elections Canada: [Contact Elections Canada](#)

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Toll-free: 1-800-282-1376

TTY: (819) 994-6591

Web: Go to [www.priv.gc.ca](http://www.priv.gc.ca), "Report a concern"