

Survey of electors following the June 19, 2023, by-election in the districts of Winnipeg South Centre, Portage-Lisgar, Oxford, and Notre-Dame-de-Grâce- Westmount and the July 24, 2023, by- election in the district of Calgary Heritage

Final Report

Prepared for Elections Canada

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June 19, 2023, and July 24, 2023, By-elections Survey Report

Survey of electors following the June 19, 2023, and the July 24, 2023, federal by-elections

Final Report

Prepared for Elections Canada

Supplier name: Phoenix Strategic Perspectives Inc.

This public opinion research report presents the results of a survey conducted to help evaluate the June 19, 2023, federal by-elections in the electoral districts of Winnipeg South Centre, Portage-Lisgar, Oxford, and Notre-Dame-de-Grâce-Westmount, and the July 24, 2023, federal by-election in the district of Calgary Heritage. In total, 2,012 surveys were completed in two waves of data collection: June 20 to July 12, 2023 (following the June 19 by-elections), and July 25 to August 8, 2023 (following the July 24 by-election).

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Executive Summary

Elections Canada (EC) is an independent, non-partisan agency responsible for conducting Canadian federal general elections, by-elections, and referendums. Phoenix Strategic Perspectives Inc. (Phoenix SPI) conducted a survey of eligible electors on behalf of EC following the federal by-elections held on June 19, 2023, and July 24, 2023. Federal by-elections were held in the ridings of Winnipeg South Centre, Portage-Lisgar, Oxford, and Notre-Dame-de-Grâce-Westmount on June 19, and in the riding of Calgary Heritage on July 24. Eligible electors were Canadian citizens, at least 18 years of age on polling day, who were residents of the electoral district (i.e., had an address of ordinary residence in the electoral district) from the first day of the by-election period until election day.

1. Research Purpose and Objectives

The purpose of the survey was to obtain reliable survey data to evaluate electors' opinions, attitudes and knowledge of the agency's services and various aspects of their experience. The objectives were to measure electors' opinions on various election-related issues and to assist in evaluating and refining Elections Canada's programs and services to the electorate. The results will be used to assist in evaluating and refining Elections Canada's programs and services to the electorate. They may also be used to help develop the Chief Electoral Officer's reports to Parliament.

2. Summary of Key Findings

Awareness of by-election and knowledge of electoral process

- The vast majority of respondents (92%) said they were aware that a federal by-election took place in their riding, with even greater awareness among electors in the ridings of Oxford (97%) and Portage-Lisgar (96%).
- When asked to identify the current ways to vote in a federal by-election, respondents were aware of the main voting methods, with most (90%) being able to identify voting in person at a polling station on election day, followed by voting at advance polls in person (66%) and voting by mail (50%). A small percentage (11%) had the impression that it is possible to vote online.
- Awareness of voting at advance polls was higher among electors from Calgary-Heritage (73%), Winnipeg South Centre (69%), and Notre-Dame-de-Grâce-Westmount (69%) compared with electors from Oxford (58%) and Portage-Lisgar (58%).

Voting option message testing

- In the by-elections, Elections Canada tested alternative ways to describe the main voting options compared to existing messages used in the last general election. In the survey, a split-sample experiment was conducted to compare respondents' impressions of each of the alternative messages versus the existing messages, in terms of whether the meaning of the voting option was clear to respondents, whether they would trust it as a secure and reliable way to vote, and whether it seemed liked an easy or convenient way to vote.
- Large majorities agreed that voting "at your assigned polling station on election day or advance polling days" was clear in what it means (97%), would be trustworthy as a secure

and reliable way to vote (97%), and seemed like an easy or convenient way to vote (94%), in proportions that were at least as favourable as they were for existing messages of voting “on election day” (96%, 95% and 89%, respectively) or “on advance polling days” (94%, 92% and 94%, respectively).

- Fewer than half agreed either strongly or somewhat that the meaning of voting “at the office of the returning officer” (42%) or “by special ballot” (44%) was clear. In contrast, large majorities agreed that they were clear on the meaning of their respective counterpart messages, voting “at a local Elections Canada office” (77%) and voting “by mail” (87%).
- Uncertainty toward the meaning of voting “at the office of the returning officer” and “by special ballot” may have contributed to more negative or unsure impressions about the security and reliability and ease and convenience of these voting methods:
 - Only 62% of respondents agreed that they would trust voting “at the office of the returning officer” as secure and reliable, compared to 91% who agreed that they would trust voting “at a local Elections Canada office.”
 - Only 47% agreed that voting “at the office of the returning officer” seemed like an easy or convenient way to vote, compared to 78% who agreed that voting “at a local Elections Canada office” seemed easy or convenient.
 - Respondents agreed in nearly similar proportions that they would trust voting either “by special ballot” (58%) or “by mail” (63%). However, they were much less likely to agree that voting “by special ballot” seemed like it would be easy or convenient (53%) compared with voting “by mail” (75%).

Voting information and registration

- Nine in 10 (90%) of those who were aware of the federal by-election said they received their voter information card (VIC).
- Nearly three-quarters (73%) of those aware of the federal by-election recalled advertising from Elections Canada about where, when, and how to vote on at least one medium or format. Specifically, approximately one-third recalled advertising on the radio or an audio platform (34%), while nearly three in 10 recalled advertising on social media (28%) or while browsing the internet or using a mobile application (28%). Approximately one-quarter of respondents remembered encountering EC advertising when reading a local newspaper (24%). Nearly one-third (31%) recalled seeing or hearing advertisements from EC in other formats.
- Most surveyed electors (93%) felt informed about how, when, and where to vote for the June 19, 2023, and July 24, 2023, federal by-elections, with 75% saying they felt very informed. Electors from each riding were similarly likely to feel informed about the by-election held in their riding.

Voter participation

- Three-quarters (74%) of electors who were aware of the by-election held in their riding reported voting in it¹. Electors from Notre-Dame-de-Grâce-Westmount (66%) and Calgary-

¹ Self-reported voter turnout is historically overreported in public opinion surveys. In this survey, self-reported turnout was 74%, while the turnout rate across all by-elections among registered electors was 36%. Two factors may be responsible for the overrepresentation of voters: 1) people who vote may be more likely than non-voters to participate in a study about voting (response bias), and 2) people who did not vote may report that they voted to present themselves in a more positive light (social desirability bias).

Heritage (69%) were less likely to say they voted than electors from the ridings of Winnipeg South Centre (77%), Portage-Lisgar (77%), and Oxford (79%).

- Among respondents who did not vote in the by-election, the most common reasons for not doing so were everyday life and health reasons (43%). Nearly three in 10 (28%) chose not to vote in the by-election due to political reasons and ten percent (10%) indicated an issue with the electoral process.
- Six in 10 (61%) electors who said they voted in the by-election reported doing so at a polling station on election day, while just over one-third (36%) reported going to an advance polling station to vote. Very few reported voting at a local Elections Canada office (2%) or by mail (1%). Voters in the riding of Notre-Dame-de-Grâce-Westmount (42%) were more likely than those from the ridings of Oxford (32%) and Portage-Lisgar (33%) to have gone to an advance polling station to vote in the by-election.

Polling place experience

- Among those who voted on election day, about one-quarter reported voting in the morning (from the opening of the polls until noon, 23%) or in the afternoon (between noon and 4 p.m., 24%). Nearly half (49%) said that they voted in the evening (from 4 p.m. until the closing of the polls), while a small percentage (3%) could not recall the specific time they voted.
- Among those who voted at an advance polling station, three in 10 reported doing so in the morning (from the opening of the polls until noon, 30%) or in the evening (from 4 p.m. until the closing of the polls, 30%). Just over one-third (35%) reported voting in the afternoon (between noon and 4 p.m.), while six percent could not recall what time it was when they went to vote.
- Among those who voted in person, six in 10 (60%) said it took five minutes or less to travel to the polling station, advance polling station, or local Elections Canada office, while nearly three in 10 (28%) said it took between six and 10 minutes. Almost all voters (98%) said the distance to the polling station from their home was at least somewhat reasonable, with 88% saying the distance was very reasonable.
- Nearly everyone (99%) who voted at a polling station, advance polling station, or local Elections Canada office said the building where they voted was at least somewhat suitable, with 85% saying it was very suitable.
- Nearly two-thirds of those who voted in the by-election said voting took them five minutes or less (65%), with most of the rest saying it took them between six and 15 minutes (30%). Four percent reported taking more than 15 minutes to vote.
- When asked if they felt the amount of time it took to vote was reasonable, nearly all voters (97%) noted that the time it took was reasonable.

Voter identification

- Nine in 10 (89%) of those who received their VIC and voted in person brought it with them to the polling place, which would help facilitate their identification when voting. Voters in the riding of Calgary-Heritage (79%) were the least likely to have brought their VIC to vote. In contrast, at least nine in 10 voters in the other ridings reported bringing their VIC: Winnipeg South Centre (93%), Oxford (92%), Notre-Dame-de-Grâce-Westmount (91%), and Portage-Lisgar (90%).

- Virtually everyone who said they voted (99%) found it easy to meet the identification requirements, with 95% saying it was very easy.

Satisfaction with voting experience

- The vast majority (96%) of respondents who voted in the by-election said the paper ballot was at least somewhat easy to complete, including 88% who said it was very easy. Voters from Winnipeg South Centre were less likely than voters in the other ridings to have found the ballot easy to complete (83% compared with a range of 98% to 99% in the other electoral districts). In Winnipeg South Centre, there was a total of 48 candidates in the by-election, which required Elections Canada to use a modified large-format ballot paper with two columns of candidate names.
- Among those who found it difficult to complete the ballot (of whom 79% came from Winnipeg South Centre), 71% attributed this to the list of candidates being too long or having difficulty finding their choice of candidate on the list; 13% mentioned the ballot paper being too large to handle or difficult to fold.
- Nearly everyone (98%) who said they voted in the by-election found it at least somewhat easy to vote, with over nine in 10 (92%) saying it was very easy.
- Virtually everyone (98%) who said they voted in the by-election were at least somewhat satisfied with the services provided by Elections Canada staff, with 92% saying they were very satisfied.
- Ninety-eight percent of respondents who said they voted in the by-election were at least somewhat satisfied with their overall voting experience, including more than eight in 10 (86%) who were very satisfied.

Fairness of the by-election and trust in the results

- More than eight in 10 respondents (84%) thought that Elections Canada ran the by-election fairly, including 64% who said they thought it was run very fairly.
- More than nine in 10 (93%) said they had trust in the accuracy of the election results in their riding. Over two-thirds (68%) expressed very high trust.

3. Methodology

A random digit dial (RDD) telephone survey was conducted with 2,012 eligible electors, approximately 400 in each electoral district. The data collection took place in two waves: June 20 to July 12, 2023 (following the June 19 by-elections), and July 25 to August 8, 2023 (following the July 24 by-election). An overlapping dual-frame (landline and wireless) sample was used to minimize coverage error. Those who declined to participate in the survey when contacted by telephone were offered the option of completing the survey through an online self-administered questionnaire. Eighty-nine (n=89) electors completed the survey online; the rest did so over the telephone. Based on a sample of this size, the overall results would have a maximum margin of error of $\pm 2.2\%$, 19 times out of 20. The results for each electoral district would have a maximum margin of error of $\pm 4.9\%$, 19 times out of 20. Maximum margins of error for subsamples would be larger. For a more complete description of the methodology, refer to Annex 1.

4. Political Neutrality Certification

I hereby certify as a Senior Officer of Phoenix SPI that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and the *Procedures for Planning and Contracting Public Opinion Research*. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

5. Contract Value

The contract value was \$187,030.03; this survey wave accounted for \$141,279.81 of that cost (including HST).

Introduction

Background and Objectives

Elections Canada (EC) is an independent, non-partisan agency that reports directly to Parliament. The agency's mandate is to conduct federal general elections, by-elections, and referendums, administer the political financing provisions of the *Canada Elections Act* (CEA), monitor compliance, and enforce electoral legislation.

As part of its evaluation program, the agency wanted to conduct a survey of eligible electors following federal by-elections held on June 19, 2023, in the ridings of Winnipeg South Centre, Portage-Lisgar, Oxford, and Notre-Dame-de-Grâce-Westmount and on July 24, 2023, in the riding of Calgary Heritage. The purpose of conducting this survey following the by-elections was to obtain reliable survey data to evaluate electors' opinions, attitudes and knowledge of the agency's services and various aspects of their experience.

The objective of this survey was to evaluate electors':

- awareness of the by-election and different aspects of the voting process,
- sources of information about the by-election,
- impressions of different voting methods,
- experiences with communications from EC,
- experiences with voting in the by-election, and
- attitudes towards Elections Canada and the election results.

The results will be used to assist in evaluating and refining Elections Canada's programs and services to the electorate. They may also be used to help in developing the Chief Electoral Officer's reports to Parliament.

Methodology

A random digit dial (RDD) telephone survey was conducted with a sample of n=2,012 eligible electors in one of the five electoral districts that held a by-election on June 19 or July 24, 2023. Eligible electors were Canadian citizens, at least 18 years of age on polling day, who were residents of the electoral district from the first day of the by-election period until election day. The data collection took place in two waves that coincided with the dates of the by-elections: June 20 to July 12, 2023 (following the June 19 by-elections), and July 25 to August 8, 2023 (following the July 24 by-election).

An overlapping dual-frame (landline and wireless) sample was used to minimize coverage error. Those who declined to participate in the survey when contacted by telephone were offered the option of completing the survey through an online self-administered questionnaire. Eighty-nine electors completed the survey online; the rest did so over the telephone.

The survey data were weighted to accurately reflect the age and gender distribution of eligible electors. Based on a sample of this size, the overall results would have a maximum margin of error of $\pm 2.2\%$, 19 times out of 20. The results for each electoral district would have a maximum margin

of error of $\pm 4.9\%$, 19 times out of 20. The maximum margins of error would be greater for results pertaining to subgroups of the total sample.

Notes to Reader

- The survey research relies on self-reported voter turnout, which is often overreported in public opinion surveys. In this survey, self-reported turnout was 74%, while the actual turnout rate across all by-elections among registered electors was 36%. A limitation of this research, therefore, is that it overrepresents voters in the survey sample. Two factors may be responsible for the overrepresentation of voters: 1) people who vote may be more likely than non-voters to participate in a study about voting (response bias), and 2) people who did not vote may report that they voted to present themselves in a more positive light (social desirability bias).
- For editorial purposes, the terms “electors” and “respondents” are used interchangeably to denote survey participants. The term “voters” denotes survey participants who reported having voted.
- All results in the report are expressed as percentages, unless otherwise noted. Percentages may not always add to 100% due to rounding or multiple mentions.
- Percentages in the report are rounded to the nearest whole number. When a sum of results is presented in the report (e.g., “somewhat satisfied” plus “very satisfied”), it has been calculated based on its unrounded parts. As a result, the rounded percentages for the separate parts may not sum to the reported percentage for the combined parts.
- The number of respondents changes throughout the report because questions were often asked of a sub-sample of respondents. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Subgroup differences are identified in the report where applicable. When reporting variations, only differences that are significant at the 95% confidence level and that pertain to a subgroup sample size of $n=30$ or greater are discussed in the report.
 - If one or more categories in a subgroup are not mentioned in a discussion of subgroup differences, it can be assumed that significant differences were found only among the categories reported.
 - If no subgroup differences are identified for a question, it can be assumed that there were no significant differences.

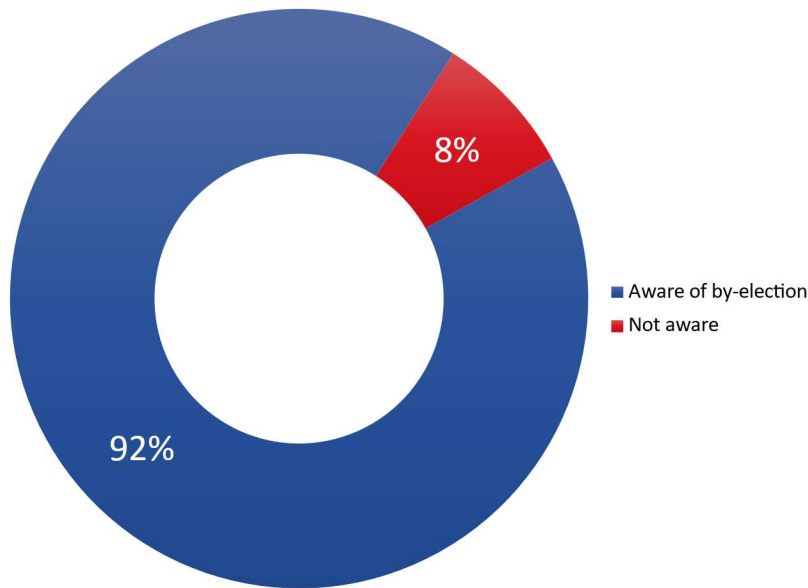
Detailed Findings

Awareness of By-election and Knowledge of Ways to Vote

Widespread awareness of the federal by-election

Ninety-two percent of electors surveyed said they were aware that a federal by-election took place in their riding. Awareness was higher among electors from the ridings of Oxford (97%) and Portage-Lisgar (96%) than among those from Calgary-Heritage (92%), Winnipeg South Centre (89%), and Notre-Dame-de-Grâce-Westmount (89%).

Figure 1: Awareness of by-election



Q. Did you know that a federal by-election took place on June 19, 2023 / July 24, 2023, in your riding? Base: n=2,012; all respondents.

Awareness of the by-election was lower among:

- electors aged 18 to 34 (86% versus 92% of electors aged 35 to 54 and 97% of electors aged 55 and older);
- students (79% versus 98% of retired electors and 92% of electors that are employed); and
- visible minorities (84% versus 94% of other electors).

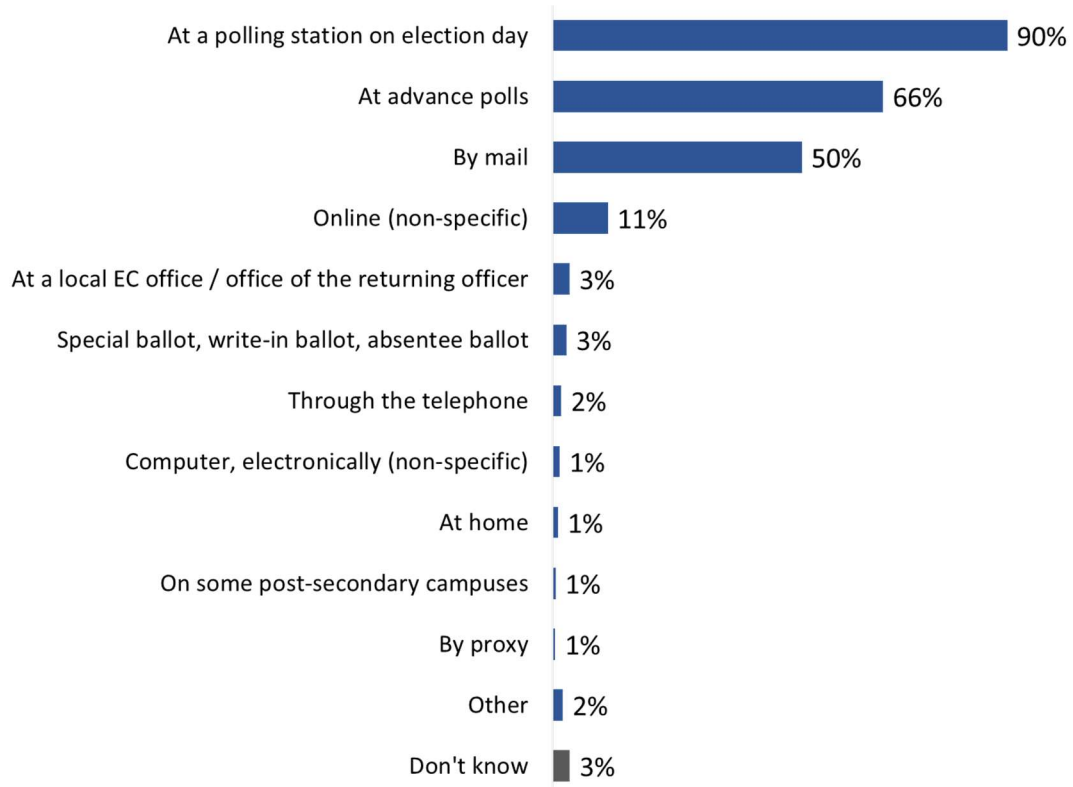
Electors were largely aware of the main voting methods

All respondents were asked to identify the current ways that electors can vote in a federal election. The vast majority (90%) identified voting in person at a polling station on election day, followed by voting at advance polls in person (66%) and voting by mail (50%). Eleven percent had the impression

that it is possible to vote online.² All other responses were mentioned by smaller proportions as indicated in Figure 2.

While electors were similarly likely to mention voting on election day, awareness of the possibility of voting at advance polls was higher among electors from Calgary-Heritage (73%), Winnipeg South Centre (69%), and Notre-Dame-de-Grâce-Westmount (69%) than among those from the districts of Oxford and Portage-Lisgar (58% each). In addition, electors from Portage-Lisgar (39%) were less likely than electors from the other ridings to identify voting by mail as a current way to vote in a federal election (Calgary-Heritage: 59%; Winnipeg South Centre: 53%; Notre-Dame-de-Grâce-Westmount: 49%; and Oxford: 47%).

Figure 2: Knowledge of ways to vote



Q. To the best of your knowledge, what are the current ways that electors can vote in a federal election? (Multiple responses accepted). Base: n=1,922; all respondents who completed the survey by telephone.

Notable subgroup differences include the following:

- Awareness of the possibility of voting at a polling station on election day was lower among 18- to 34-year-olds (87% compared to 93% of 35- to 54-year-olds), those with a high school education or less (83% versus 90% of electors with some post-secondary education or college and 94% of university graduates) and non-voters in the by-election (86% versus 93% of voters).
- Awareness of the possibility of voting at advance polls was lower among electors aged 18 to 34 (50% versus 67% of electors aged 35 to 54 and 76% of those aged 55+), those with high school

² It is currently not possible to vote online, through the telephone, by computer, or electronically in a federal election.

or less (45% versus 65% of electors with some post-secondary education or college and 76% of university graduates) and non-voters in the by-election (53% versus 74% of voters).

- Awareness of the possibility of voting by mail was lower among electors with high school education or less (37% versus 49% of electors with some post-secondary education or college and 55% of university graduates) and non-voters in the by-election (42% versus 54% of voters).

Voting Option Message Testing

In the by-elections, Elections Canada tested alternative ways to describe the main voting options compared to existing messages used in the last general election.³ In the survey, a split-sample experiment was conducted to compare respondents' impressions of each of the alternative messages versus the existing messages, in terms of whether the meaning of the voting option was clear to respondents, whether they would trust it as a secure and reliable way to vote, and whether it seemed like an easy or convenient way to vote.

The following alternative messages were tested against the respective existing messages:

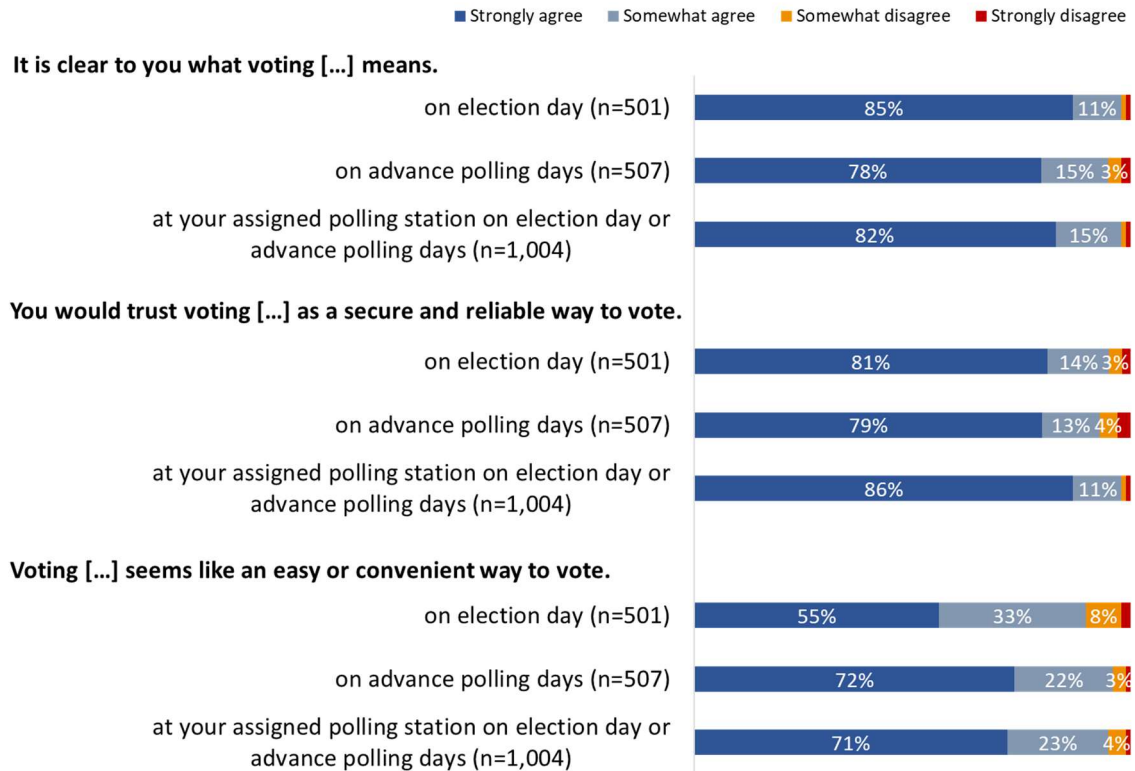
- Voting “at your assigned polling station on election day or advance polling days” was tested against “on election day” and “on advance polling days,” separately.
- Voting “at the office of the returning officer” was tested against “at a local Elections Canada office.”
- The alternative message for voting “by special ballot” was tested against the existing message “by mail.”

Widespread agreement that all messages for voting at the polls were clear in what they mean and gave the impression that it would be a trustworthy and easy way to vote

Large majorities agreed that voting “at your assigned polling station on election day or advance polling days” was clear in what it means (97%), would be trustworthy as a secure and reliable way to vote (97%), and seemed like an easy or convenient way to vote (94%), in proportions that were at least as favourable as they were for existing messages of voting “on election day” (96%, 95% and 89%, respectively) or “on advance polling days” (94%, 92% and 94%, respectively).

³ Only the communications about the voting methods changed; the procedures and service offerings for the voting methods were unchanged.

Figure 3: Poll Messages



Values of less than 3% are not presented in the graph.

Q. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about voting? Base: n=2,012; all respondents. Messages were randomly assigned to respondents, with approximately half being presented the messages about voting “at your assigned polling station on election day or advance polling days” and approximately one-quarter of respondents each receiving the “on election day” or “on advance polling days” messages.

There were no significant differences between English and French respondents in agreeing that all messages for voting at the polls were clear.

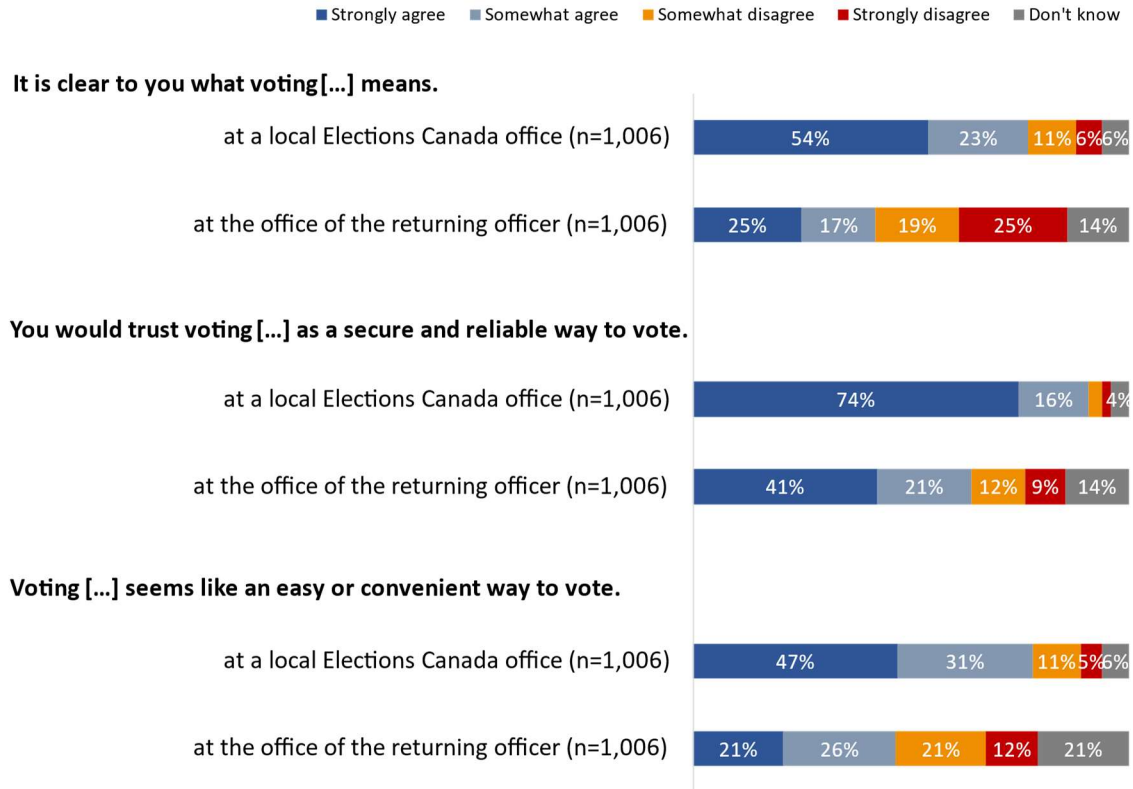
Voting “at the office of the returning officer” was less often understood and less often gave the impression of being a trustworthy and easy way to vote than “at a local Elections Canada office”

Fewer than half (42%) of respondents agreed either strongly or somewhat that the meaning of voting “at the office of the returning officer” was clear; 44% disagreed and 14% said they did not know. In contrast, a large majority (77%) agreed that they were clear on the meaning of voting “at a local Elections Canada office;” 17% disagreed and 6% said they did not know.

Uncertainty about the meaning of voting “at the office of the returning officer” may have contributed to more negative or unsure impressions about the security and reliability and the ease and convenience of this voting method: Only 62% of respondents agreed that they would trust voting “at the office of the returning officer” as secure and reliable; 20% disagreed and another 17% said they did not know. In contrast, 91% agreed that they would trust voting “at a local Elections Canada office;” only 5% disagreed and 4% said they did not know.

Similarly, only 47% agreed that voting “at the office of the returning officer” seemed like an easy or convenient way to vote; 32% disagreed and another 21% said they did not know. In contrast, 78% agreed that voting “at a local Elections Canada office” seemed easy or convenient; 16% disagreed and 6% said they did not know.

Figure 4: Office Messages



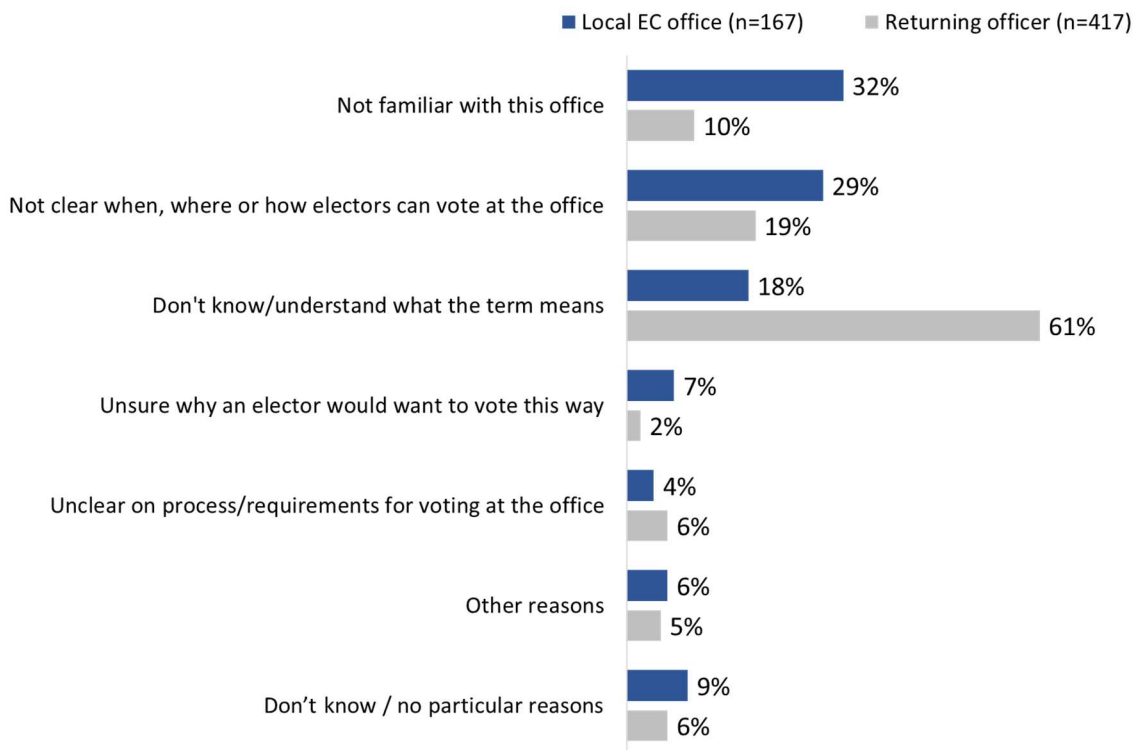
Values of less than 4% are not presented in the graph.

Q. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about voting? Base: n=2,012; all respondents. Messages were randomly assigned to respondents, with approximately half each being presented the messages about voting “at a local Elections Canada office” and “at the office of the returning officer”.

French respondents were more likely to agree that the French equivalents for voting “at the office of the returning officer” (52%) and “at a local Elections Canada office” (88%) were clear, compared with English respondents (40% and 75%, respectively). However, French respondents, like English respondents, still agreed that the existing message was clear more often than they agreed that the alternative message was clear.

Those who disagreed that the meaning of voting “at a local Elections Canada office” or “at the office of the returning officer” was clear were asked to specify what they found unclear. Among those who did not find the message about the office of the returning officer to be clear (n=417), the majority (61%) attributed this to not understanding the term ‘returning officer.’ Among those who did not find the message about voting at the local office of Elections Canada to be clear (n=167), approximately three in 10 said they are not familiar with this office (32%) or were not clear on when, where, or how electors can vote this way (29%). The full set of reasons offered can be found in Figure 5.

Figure 5: Reasons for lack of clarity [Office Messages]



Q. What do you find unclear about the meaning of voting [at the office of the returning officer/at a local Elections Canada office]? (Multiple responses accepted) Base: those who somewhat or strongly disagreed with the statement: It is clear to you what voting [at the office of the returning officer/at a local Elections Canada office] means. [Nr: 1%; local EC office]

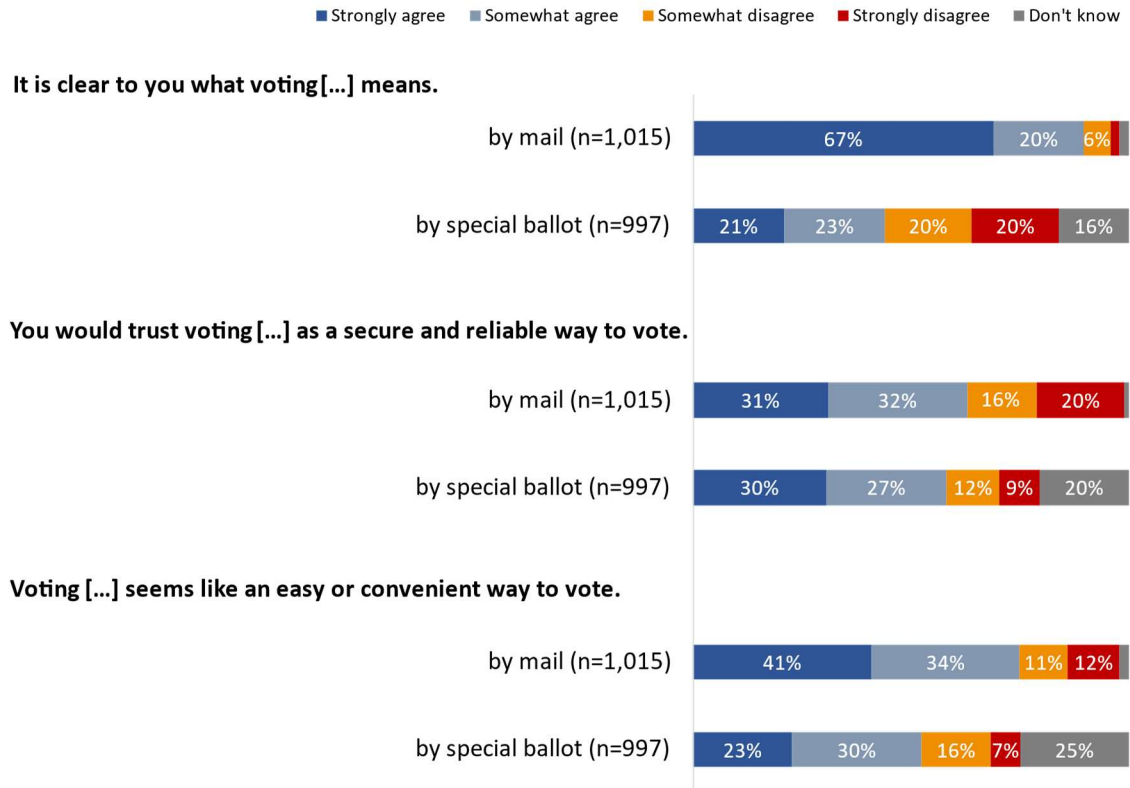
Compared to voting by mail, fewer electors have a clear understanding of what it means to vote by special ballot and have the impression that this is a convenient way to vote

Fewer than half (44%) of respondents agreed either strongly or somewhat that the meaning of voting “by special ballot” was clear; 40% disagreed and 16% said they did not know. In contrast, a large majority (87%) agreed that they were clear on the meaning of voting “by mail;” 11% disagreed and 2% said they did not know.

Like voting “at the office of the returning officer,” uncertainty toward the meaning of voting “by special ballot” may have contributed to more negative or unsure impressions about the security and reliability and the ease and convenience of this voting method. While respondents agreed in nearly similar proportions that they would trust voting either “by special ballot” (58%) or “by mail”

(63%), respondents were much more likely to say they did not know if they would trust voting “by special ballot” (20%) compared with “by mail” (1%). Respondents were much less likely to agree that voting “by special ballot” seems like it would be easy or convenient (53%) compared with voting “by mail” (75%), and they were much more likely to say they did not know whether voting by “special ballot would be easy or convenient (25%) compared with voting “by mail” (2%).

Figure 6: Special Ballot testing



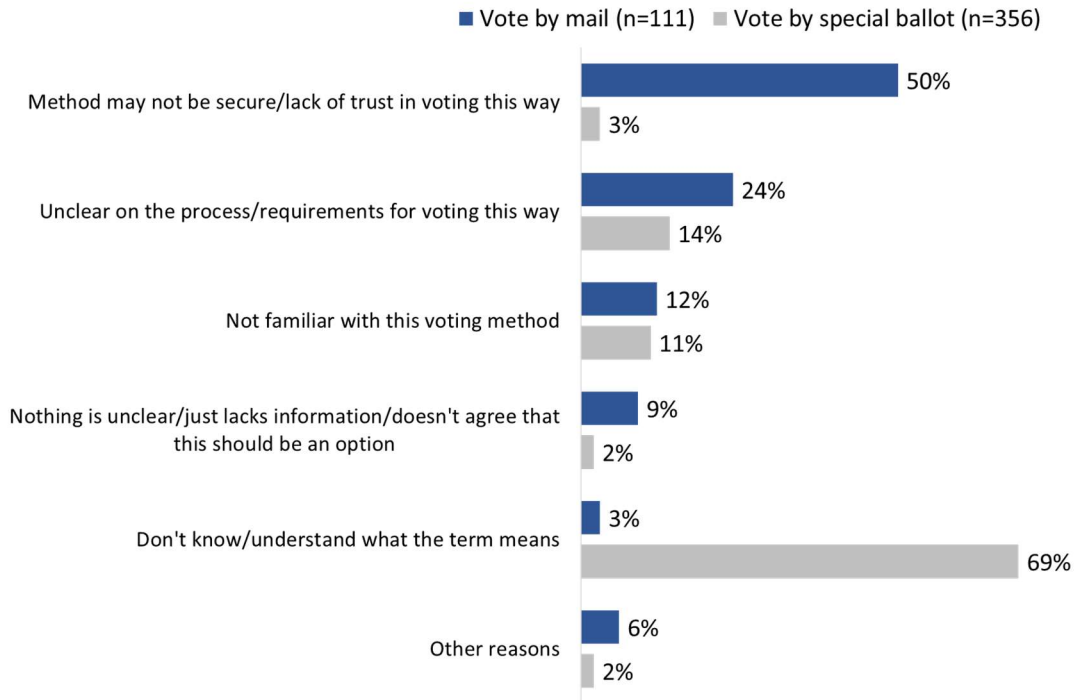
Values of less than 2% are not presented in the graph.

Q. Finally, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about voting? Base: n=2,012; all respondents. Messages were randomly assigned to respondents, with approximately half each being presented the messages about voting “by mail” and “by special ballot.”

French respondents were less likely to agree that the meaning of the French equivalent for voting “by special ballot” was clear (27%) compared with English respondents (46%), while French and English respondents agreed in similar proportions that the meaning of voting “by mail” in their language was clear (85% and 87%, respectively).

Those who disagreed that the meaning of voting “by mail” or “by special ballot” was clear were asked to explain what they found unclear. Among those who found the meaning of voting “by mail” to be unclear (n=111), half (50%) expressed concerns about a lack of security or trust in voting by mail, while approximately one-quarter (24%) said they are unclear on the process or requirements for voting this way. Among those who found the meaning of voting “by special ballot” to be unclear (n=356), nearly seven in 10 (69%) said they do not understand what the term ‘special ballot’ means. The full set of reasons offered can be found in Figure 7.

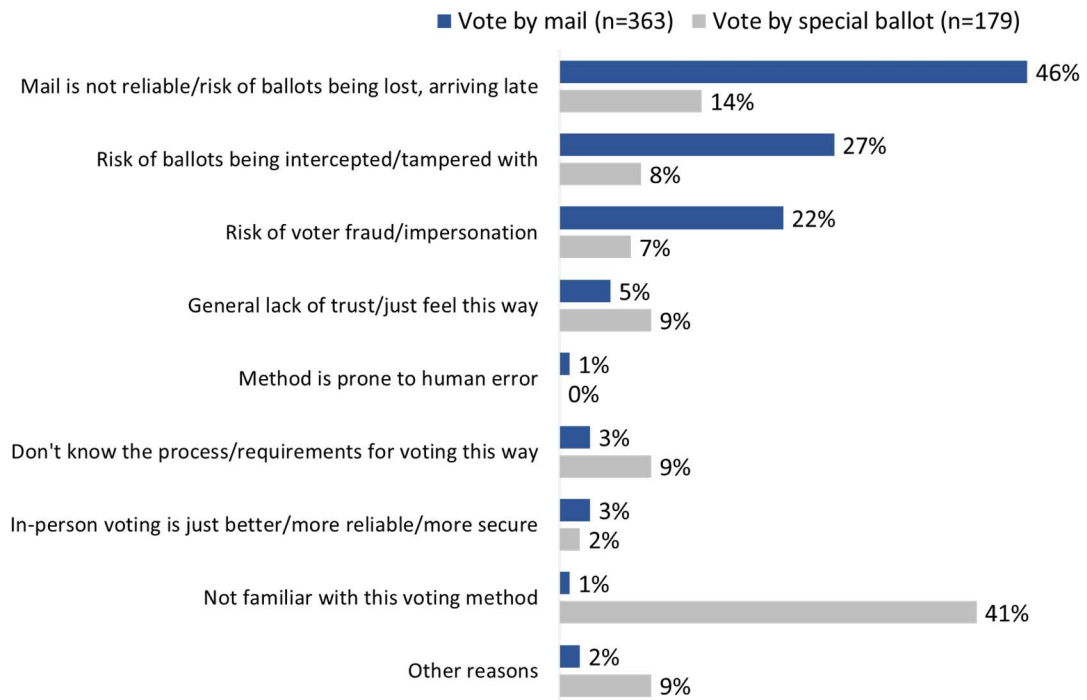
Figure 7: Reasons for lack of clarity [Special Ballot testing]



Q. What do you find unclear about the meaning of voting [by mail/special ballot]? (Multiple responses accepted) Base: those who somewhat or strongly disagreed with the statement: It is clear to you what voting [by mail/special ballot] means. [Dk: <0.5%; vote by special ballot]

Those who disagreed that voting “by mail” or “by special ballot” is a secure and reliable way to vote were asked to explain why. Among those who felt that voting “by mail” would not be secure or reliable (n=363), 46% thought that mail services might not be reliable and/or that there is a risk of ballots being lost in the mail or not arriving on time. Following this, 27% pointed to their concern that ballots submitted through the mail could be tampered with and/or intercepted, and 22% had an impression that there is a risk of voter fraud or impersonation. Among those who felt that voting by “special ballot” is not reliable (n=179), the single largest proportion (41%) said they are not familiar with this method of voting, followed by 14% who had concerns with the reliability of mail services. The full set of reasons offered can be found in Figure 8.

Figure 8: Reasons for lack of security/reliability [Special Ballot testing]



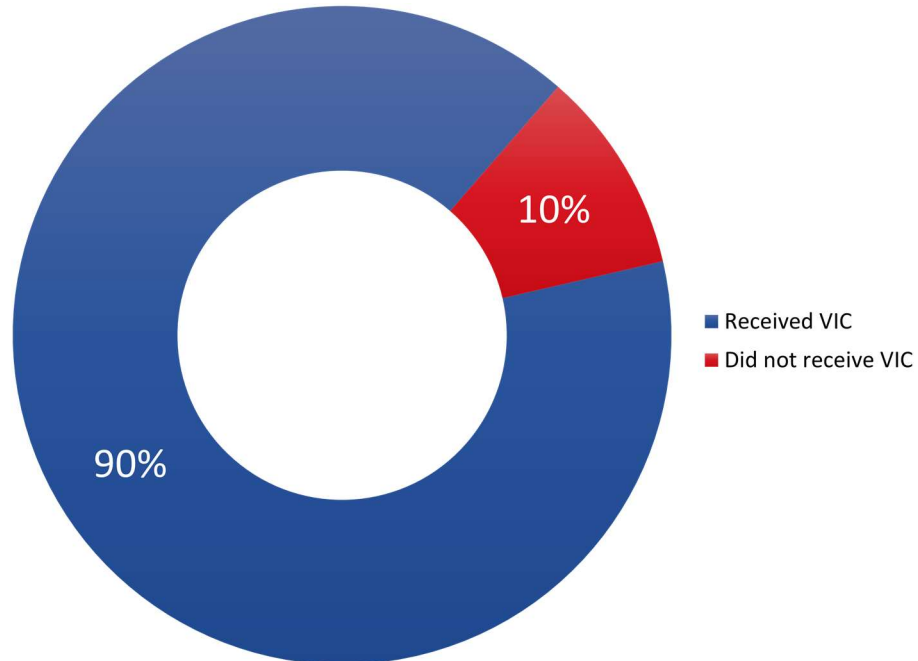
Q. What makes you think that voting [by mail/special ballot] would not be secure or reliable? (Multiple responses accepted) Base: those who somewhat or strongly disagreed with the statement: You would trust voting [by mail/special ballot] as a secure and reliable way to vote. [Dk: <1%; 2% respectively]

Voter Information

Nine in 10 received a voter information card addressed to them personally

The vast majority (90%) of electors aware of the federal by-election in their riding said they received a voter information card (VIC) addressed to them personally, which provided information about where and when to vote during the campaign. Electors from Portage-Lisgar (88%) were less likely than those from Oxford (93%) to say they received a VIC.

Figure 9: Receipt of Voter Information Card



Q. During the campaign, did you receive a voter information card addressed to you personally and telling you where and when to vote? Base: n=1886; those aware of the by-election.

The following groups of electors were less likely to say they received a VIC:

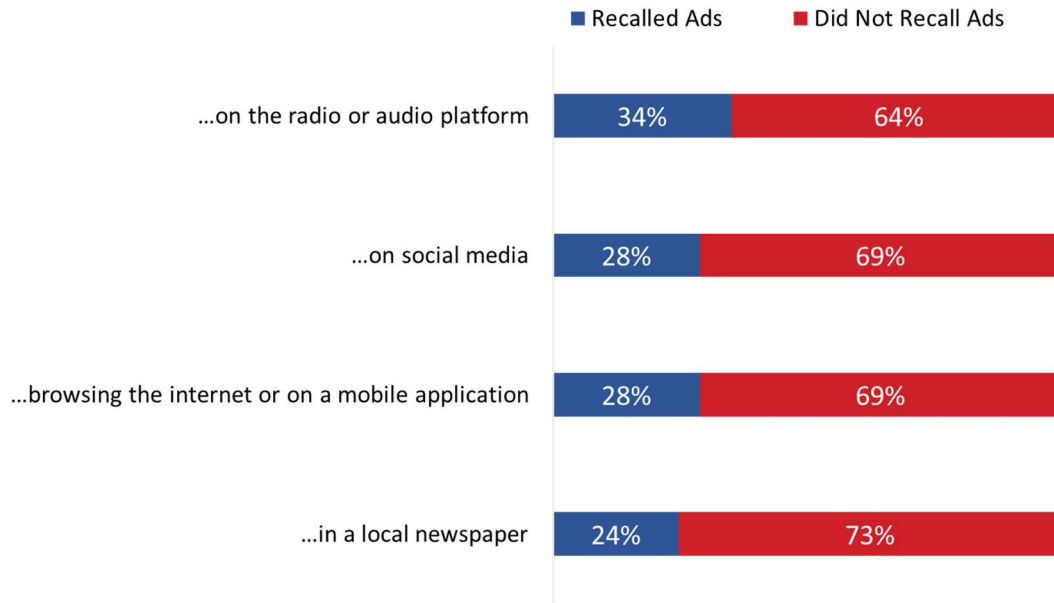
- electors 18 to 34 (81% versus 91% of 35–54-year-olds and 95% of electors aged 55+); and
- those who were eligible but did not vote in the 2021 federal general election (74% versus 92% of those who voted).

Modest recall of EC advertisements

Respondents aware of the by-election (n=1,886) were asked if they recalled seeing or hearing advertising from Elections Canada about where, when, and how to vote. Nearly three-quarters (73%) recalled advertising on at least one medium or format. Approximately one-third of electors recalled hearing advertising from EC on the radio or an audio platform (34%), and nearly three in 10 each recalled advertising on social media (28%) or when browsing the internet or on a mobile application (28%). Roughly one-quarter recalled advertising from EC when reading a local newspaper (24%).

Figure 10: Recall of EC By-election campaign advertising

During the federal by-election campaign, did you see or hear advertising from Elections Canada ...



Q. During the federal by-election campaign, did you see or hear advertising from Elections Canada about where, when and how to vote? Base: n=1,886; those aware of the by-election. [Don't know (Dk)/no response (Nr): 3% or less]

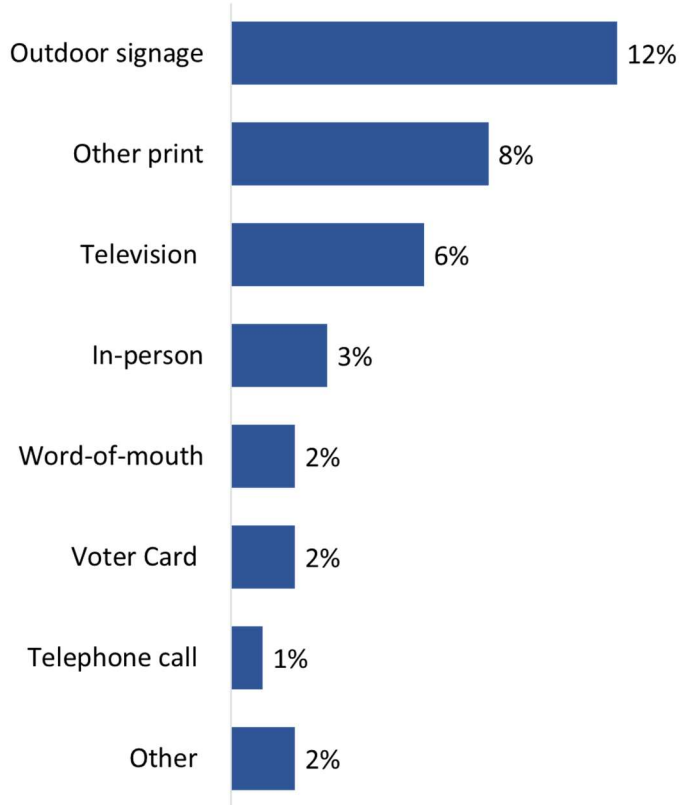
Notable subgroup differences include the following:

- Electors aged 18 to 34 (34%) and aged 35 to 54 (34%) were more likely to recall seeing advertising from EC through social media (e.g., Facebook, Instagram, or YouTube) compared to those aged 55+ (20%).
- Electors who never have to limit their daily activities due to a physical condition, sensory impairment, pain, or mental health issue (29%) were more likely than those who often or always must limit their activities (21%) to recall ads from Elections Canada on social media.
- Employed electors (36%) were more likely than retired electors (31%) to recall hearing advertising from EC on the radio or audio platforms (e.g., Spotify). The same was true for electors who have completed high school or less—they were more likely than university graduates to report hearing ads on the radio or audio platforms (40% versus 32% of university graduates).
- Electors aged 55+ (31%) were more likely to recall seeing advertisements in local newspapers compared to electors aged 18 to 34 (15%) and 35 to 54 (22%). Electors who are visible minorities (18%) were less likely than other electors (25%) to report having seen Elections Canada ads in local newspapers.

Nearly one-third (31%) of electors aware of the by-election said they recalled seeing or hearing advertisements from EC in other formats. Figure 11 lists the other formats or sources mentioned

by respondents.⁴ Sources are presented as a percentage of those aware of the by-election (rather than as a percentage of those that mentioned other formats).

Figure 11: Other sources of recall of EC advertising during the by-election campaign



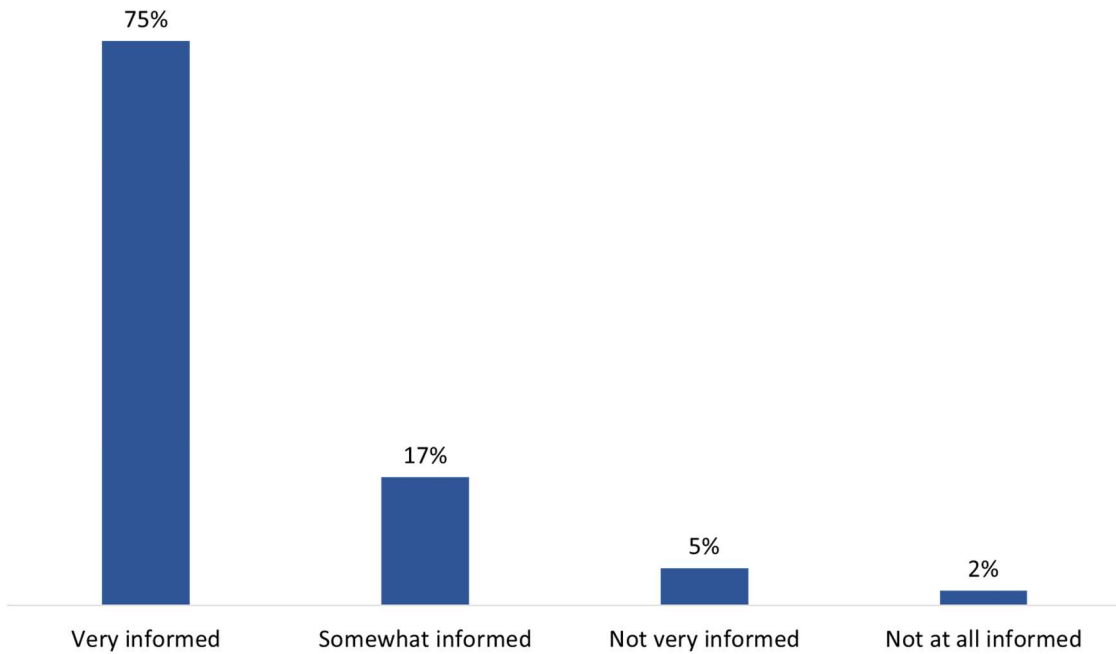
Q: What other format did you see or hear advertising from Elections Canada about where, when and how to vote during the by-election campaign? Base: n=1,886; those aware of the by-election.

Vast majority felt informed about how, when, and where to vote

Ninety-three percent (93%) of electors aware of the by-election felt informed about how, when, and where to vote for the June 19, 2023, and July 24, 2023, federal by-elections, with three-quarters (75%) saying they felt very informed. Electors from each riding were similarly likely to feel informed about the by-election held in their riding.

⁴ EC does not run ads on television or use telephone calls or in-person campaigning to advertise by-elections. In addition, a portion of the responses in the “other print” and “outdoor signage” categories may represent advertising from non-EC sources, such as candidates.

Figure 12: Informed of how, when, and where to vote



Q. Overall, how well informed do you feel you were about when, where, and how to vote in the by-election? Base: n=1,886; those who were aware of the by-election.

Those who voted in the by-election (98%) were more likely to feel informed about the by-election than those who did not vote in it (77%), as were those who voted in the 2021 federal election (95% versus 81% of those who did not) and those who received their VIC (98%) compared to those who did not (50%).

The following respondents were less likely to feel very informed:

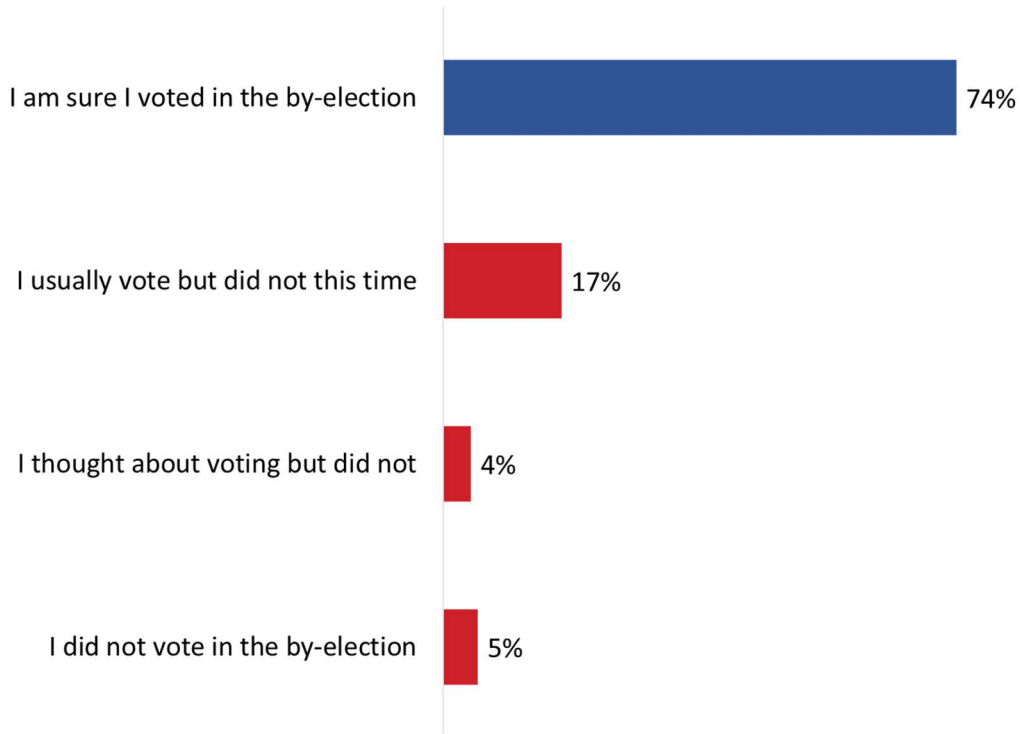
- electors aged 18 to 34 (59%) compared to those aged 34 to 54 (76%) and aged 55+ (85%);
- those with high school or less (70%) or some post-secondary or college (73%) compared to university graduates (79%); and
- those who did not receive a VIC (22%) versus those who did (81%).

Voter Participation

Three-quarters of electors reported voting in the by-election

Three-quarters (74%) of electors who were aware of the by-election held in their riding said they voted. Electors from Notre-Dame-de-Grâce-Westmount (66%) and Calgary-Heritage (69%) were less likely than electors from the ridings of Winnipeg South Centre (77%), Portage-Lisgar (77%), and Oxford (79%) to report having voted in the by-election.

Figure 13: Voter participation in each by-election



Q. Many people don't or can't vote for a variety of reasons. Which of the following statement describes you? Base: n=1,886; those who were aware of the by-election.

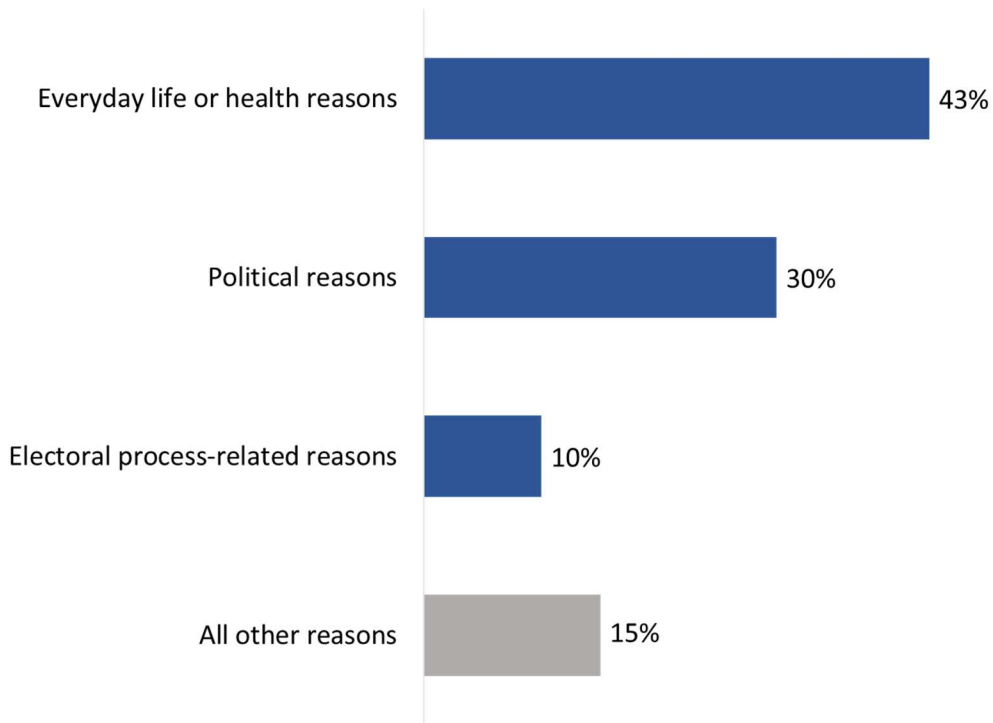
Electors less likely to report that they voted include:

- those aged 18 to 34 (61%) compared to those aged 35 to 55 (73%) and 55+ (82%);
- men (71%) versus women (77%);
- visible minorities (67%) compared to other electors (75%); and
- those who did not receive a VIC (31%) versus those who did (79%).

Everyday life or health reasons are main reasons for not voting in the election

Among electors who said they did not vote (n=446), the most common reasons for not doing so were everyday life and health reasons (43%). Three in ten (30%) said they did not vote due to political reasons and 10% for reasons related to the electoral process. Other reasons (15%) mainly included forgetting to vote (7%).

Figure 14: Main reasons for not voting – themes



Q: What is the main reason you did not vote? Base: n=446; respondents who did not vote [Dk/nr: 2%]

Those who were eligible but did not vote in the 2021 federal general election were more likely to mention political reasons for not voting in the by-election (49% versus 26% of those who voted in 2021).

Those who did not receive a VIC for the by-election were more likely to say they did not vote due to electoral-process-related reasons (25% versus 4% among non-voters who received a VIC), including 17% who said that lack of information about the voting process was their main reason for not voting (compared with 2% of non-voters who received a VIC).

The table below provides a detailed breakdown of the reasons why surveyed electors did not vote during the June 19, 2023, and July 24, 2023 federal by-elections.

Figure 15: Main reasons for not voting – breakdown

Reasons for Not Voting	%
Everyday life or health reasons	43%
Too busy	24%
Out of town	13%
Illness or disability	6%
Political reasons	30%
Felt voting would not make a difference	8%
Lack of information about campaign issues and parties' positions	8%
Did not like candidates/parties/campaign	7%
Not interested in politics	3%
Did not know who to vote for	2%
Do not trust politicians/politics	2%
Electoral-process-related reasons	10%
Lack of information about voting process (e.g., when/where to vote)	6%
Transportation problem/polling station too far/not accessible	2%
Issues with VIC and identification (e.g., could not prove identity)	2%
Issues with process (e.g., did not receive mail ballot, process not accessible)	<0.5%
Other reasons	15%
Forgot to vote	7%
Other reasons	8%

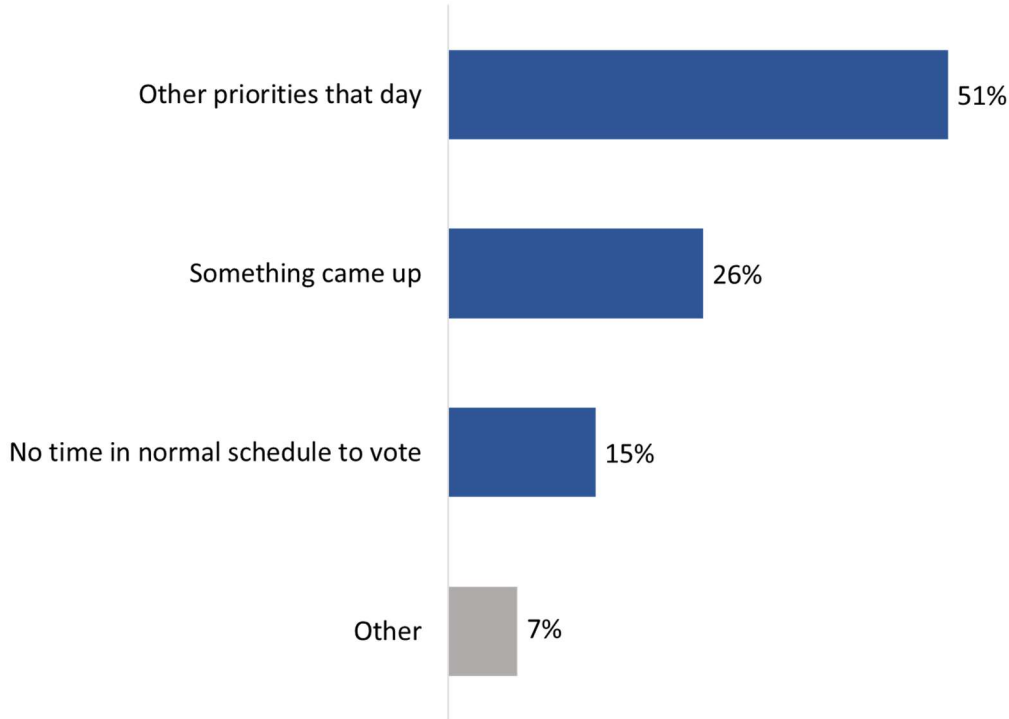
No particular reason: 1%

[Dk/nr: 1%]

Half had other priorities on the day of the by-election

Among electors who did not vote because they were too busy (n=85), half (51%) said they had other priorities that day. Following this, approximately one-quarter (26%) had something come up that required them to change their plans, and 15% said they do not have time in their normal schedule to vote.

Figure 16: Main reasons for being too busy to vote

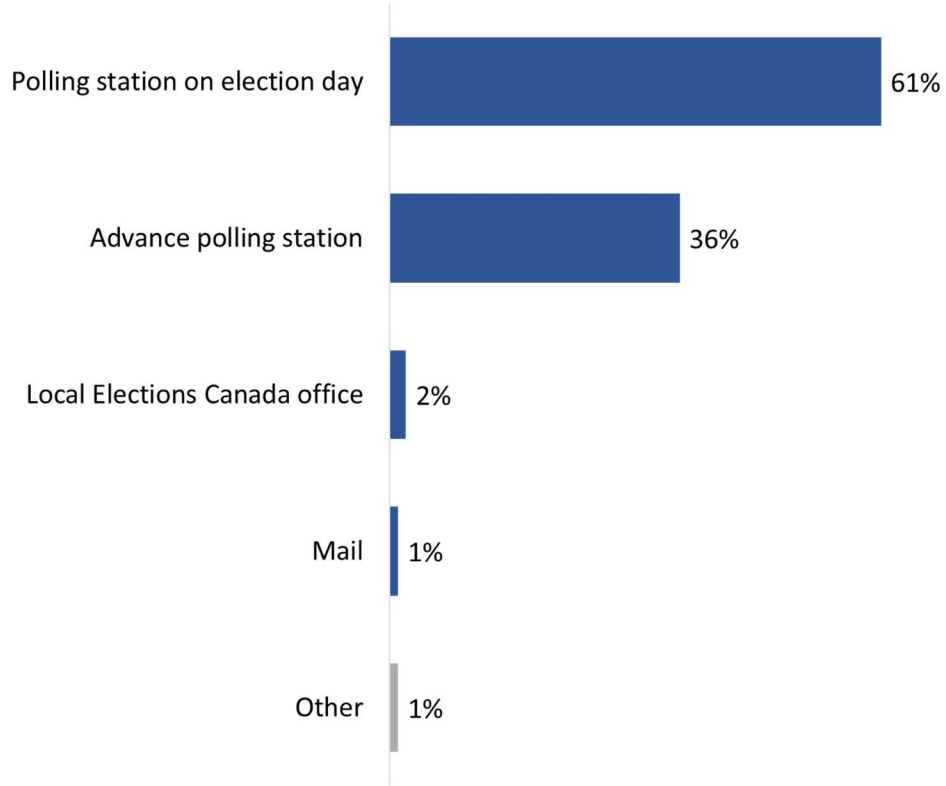


Q. You said you were too busy to vote. If you had to choose, which of the following most closely reflects your situation? Would it be? Base: n=85; respondents who were too busy to vote [Dk/nr: 2%]

Virtually everyone voted at a polling station on election day or at an advance polling station

Six in 10 (61%) electors who said they voted in the by-election reported doing so at a polling station on election day, while just over one-third (36%) reported going to an advance polling station to vote. Very few reported voting at a local Elections Canada office (2%) or by mail (1%). Voters in the riding of Notre-Dame-de-Grâce-Westmount (42%) were more likely than those from the ridings of Oxford (32%) and Portage-Lisgar (33%) to have gone to an advance polling station to vote in the by-election.

Figure 17: Methods used to vote



Q. Which method did you use to vote? Was it? Base: n=1,435; respondents who voted.

Electors aged 18 to 34 were more likely to have voted on election day (73% versus 65% of 35–54-year-olds and 53% of those aged 55+), while those who are retired were more likely to have voted at advance polls (48% versus 31% of electors that are employed). University graduates (41%) were more likely to have voted at advance polls than electors with less education (29% of those with high school or less and 33% of those with some post-secondary education or college).

Experience at the Polling Place

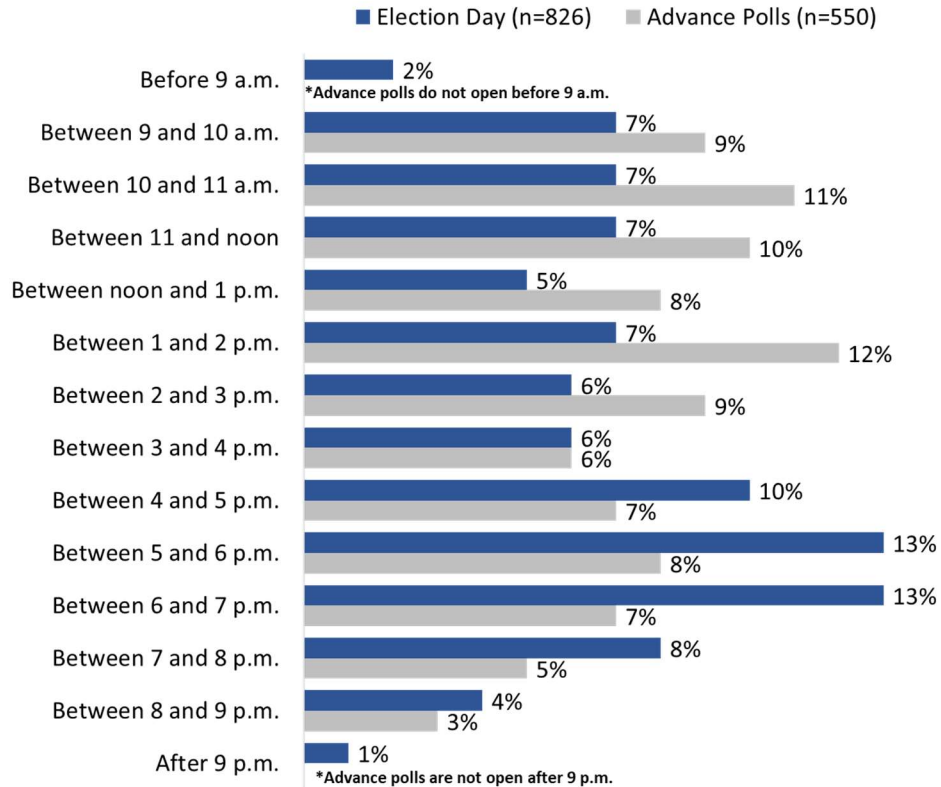
Most surveyed electors voted in the afternoon or evening

Seven in 10 (70%) of those who said they voted in person⁵ (n=1,409) reported doing so between noon and 9:00 p.m., 29% between noon and 4 p.m., and 41% between 4 p.m. and the closing of the polls.

Of the voters who voted on **election day** (n=826), almost one-quarter each reported voting in the morning from the opening of the polls until noon (23%), or in the afternoon between noon and 4 p.m. (24%). Approximately half (49%) reported voting in the evening (from 4 p.m. until the closing of the polls). The rest (3%) could not recall what time it was when they went to vote.

Three in 10 of those who voted at an **advance polling station** (n=550) reported doing so in the morning (30%) or in the evening (30%). Just over one-third (35%) reported voting in the afternoon, while six percent could not recall what time it was when they went to vote.

Figure 18: Time of day voted



Q. Do you remember approximately what time it was when you went to vote at the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on Election Day or at an advance poll.

⁵ This includes voting at a polling station on election day, at an advance polling station, or at local Elections Canada office.

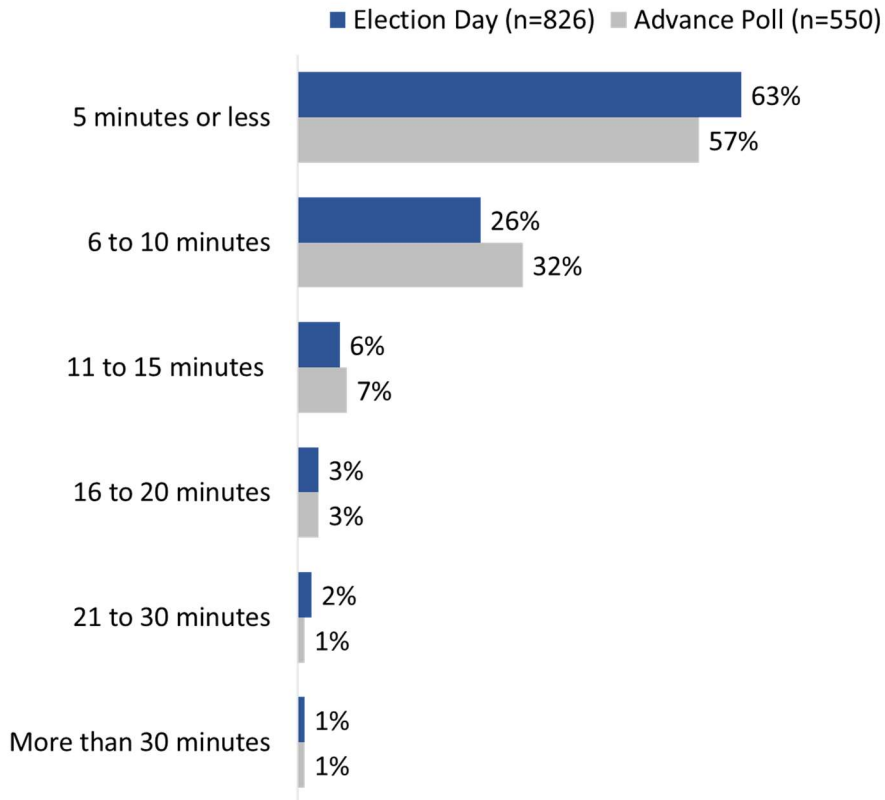
Most voters took 10 minutes or less to travel to the polling place

Among those who voted in person (n=1,409)⁶, six in 10 (60%) said it took five minutes or less to travel to the polling station, advance polling station, or local Elections Canada office, while nearly three in 10 (28%) said it took between six and 10 minutes. Few reported that it took more than 10 minutes for them to travel to the polling place.

Voters in the riding of Notre-Dame-de-Grâce-Westmount (46%) were less likely to report a travel time of five minutes or less compared to voters in the ridings of Portage-Lisgar (71%), Calgary Heritage (66%), and Winnipeg South Centre (60%).

Figure 19 presents reported travel time broken out by voting place: to a polling station on election day or to an advance polling station. Those who voted at a polling station on election day (63%) were more likely than those that voted at an advance polling station (57%) to say it took them five minutes or less to travel to the polling place.

Figure 19: Travel time to vote



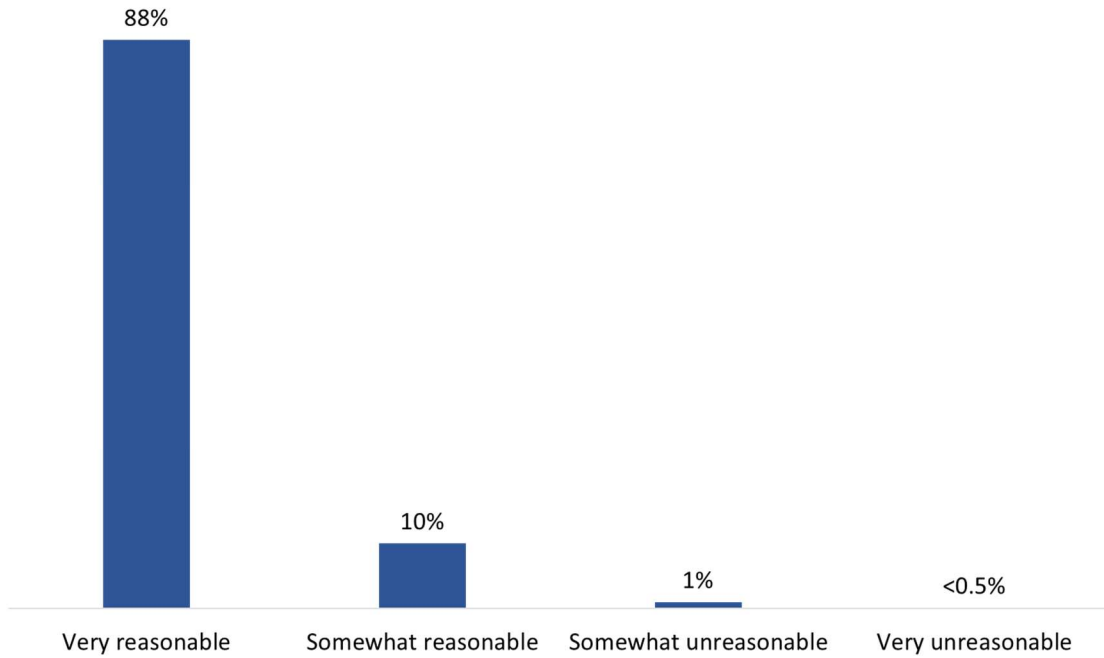
Q. To the best of your knowledge, how long did it take you to travel to the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on Election Day or at an Advance Poll.

⁶ This includes voting at a polling station on Election Day, at an advance polling station, or at local Elections Canada office.

Virtually all voters considered the distance to the polling station to be reasonable

Ninety-eight percent of voters said the distance to the polling station from their home was at least somewhat reasonable, with 88% saying the distance was very reasonable. Voters in the ridings of Oxford (83%) and Notre-Dame-de-Grâce-Westmount (87%) were less likely than voters from the riding of Portage-Lisgar (94%) to say the polling station was a very reasonable distance from their home.

Figure 20: Satisfaction with distance from home to the polling station



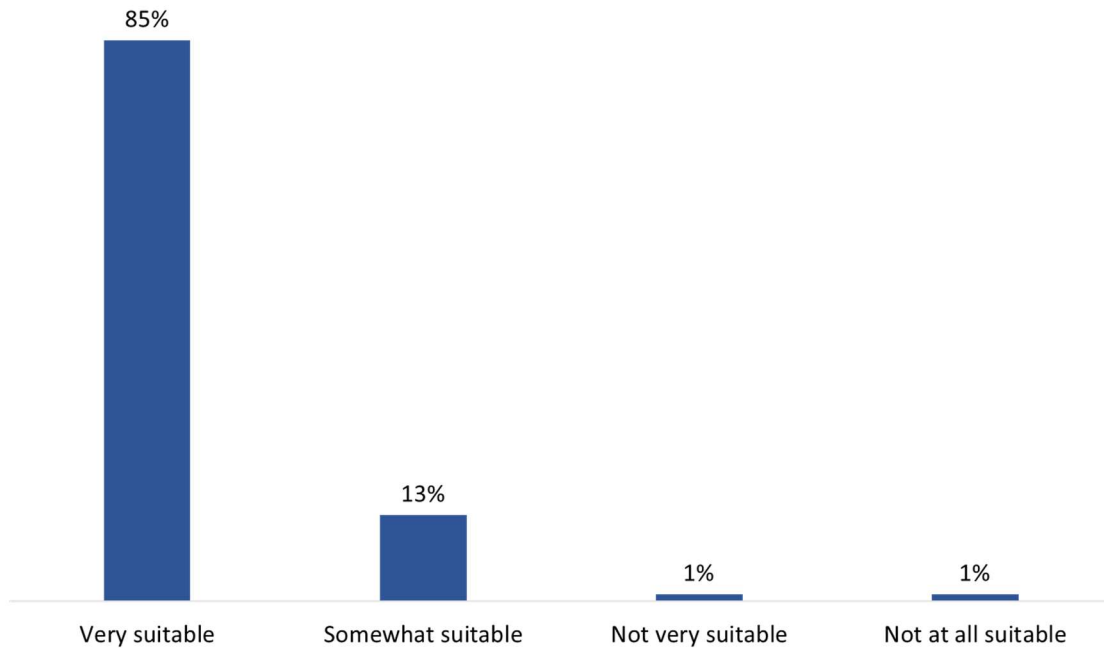
Q. Was the [polling station/advance polling station/local Elections Canada office] a very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable distance from your home? Base: n=1,409; respondents who voted in person. [Dk/nr: 2%]

Electors less likely to report that the distance to the polling station was very reasonable included 18- to 34-year-olds (83% compared to 90% of those aged 35+) and men (86% compared to 90% of women).

Strong and widespread agreement that the facilities were suitable

Nearly everyone (97%) who voted at a polling station, advance polling station, or local Elections Canada office said the building where they voted was at least somewhat suitable, with 85% saying it was very suitable. Those who voted in the electoral district of Portage-Lisgar were the most likely to say the building was very suitable (94% versus 76% of electors from Winnipeg South Centre, 81% from Notre-Dame-de-Grâce-Westmount, 86% from Oxford, and 87% from Calgary Heritage).

Figure 21: Voting Facilities [Suitability]



Q. Would you say that the building where you voted was...? Base: n=1,409; respondents who voted in person.

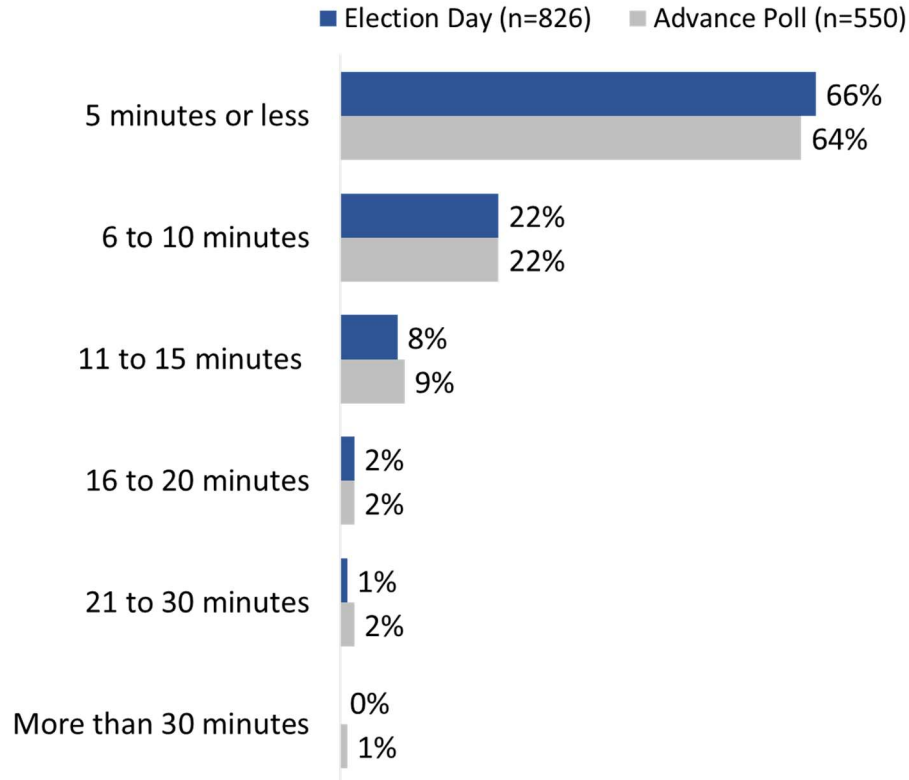
Voters less likely to report that the building was very suitable included 18- to 34-year-olds (80% compared to 87% of those aged 35+) and those who often or always (78%) or sometimes (84%) must limit their daily activities due to a physical condition, sensory impairment, pain, or mental health issue (compared to 87% of those who never have to limit their activities).

Most voters took five minutes or less to vote

Nearly two-thirds of those who voted in the by-election said voting took them five minutes or less (65%), with most of the rest saying it took them between six and 15 minutes (30%). Four percent reported taking more than 15 minutes to vote. Voters from the riding of Winnipeg South Centre (54%) were least likely to report taking five minutes or less to vote (versus 67% of voters from each of Notre-Dame-de-Grâce-Westmount and Oxford, 69% from Portage-Lisgar and 70% from Calgary Heritage).

As presented in Figure 22, there were virtually no differences between the estimated amount of time it took to vote once electors arrived at a polling station on either election day or an advance voting day.

Figure 22: Time it took to vote



Q. To the best of your knowledge, how long did it take you to vote once you arrived at the [polling station/advance polling station/local Elections Canada office]? Base: n=1,403; respondents who voted in person on election day or at advance polls.

Those who never have to limit their activities due to a physical condition, sensory impairment, pain, or mental health issue (68%) were more likely than those who sometimes need to limit activities (60%) to report having spent five minutes or less voting.

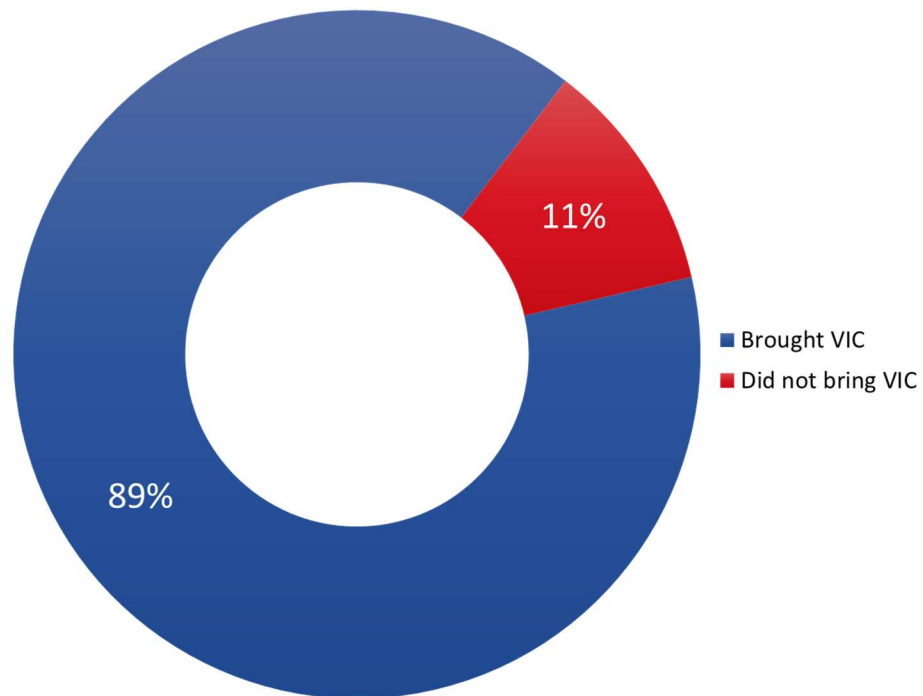
Virtually all voters (97%) noted that voting took a reasonable amount of time. Voters from the riding of Winnipeg South Centre were least likely to say that the time it took for them to vote was reasonable: 92% compared to 97% of voters in the riding of Notre-Dame-de-Grâce-Westmount and 98% of voters in each of Oxford, Portage-Lisgar, and Calgary Heritage.

Voter Identification

Most electors brought their voter information card to vote

Among electors who received their voter information card and voted in person (n=1,356), eighty-nine percent said they brought their VIC with them to the voting location. Voters in the riding of Calgary-Heritage were the least likely to have brought their VIC to vote (79%). In contrast, at least nine in 10 voters in the other ridings reported bringing their VIC: Winnipeg South Centre (93%), Oxford (92%), Notre-Dame-de-Grâce-Westmount (91%), and Portage-Lisgar (90%).

Figure 23: Brought VIC to vote

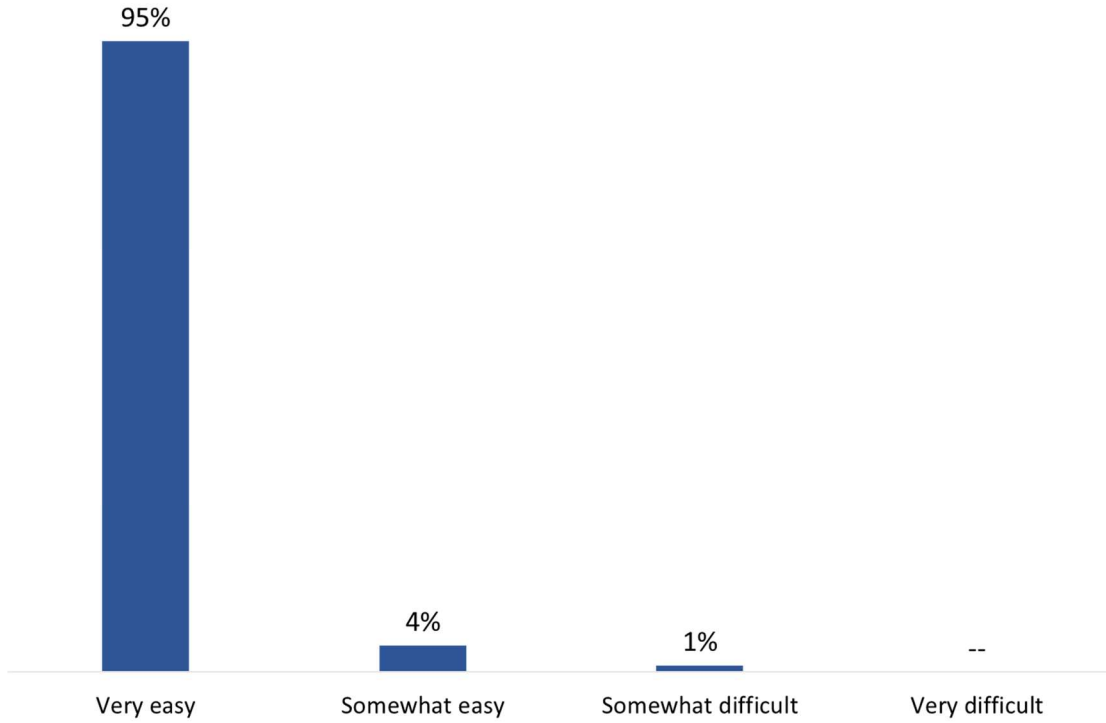


Q. Did you bring your voter information card with you to the [polling station/advance polling station/local Elections Canada office]? Base: n=1,356; respondents who got their VIC and voted.

Virtually all voters found it easy to meet the identification requirements

Virtually all (99%) respondents who voted in the by-election found it easy to meet the identification requirements, with 95% describing it as very easy.

Figure 24: Ease of meeting identification requirements



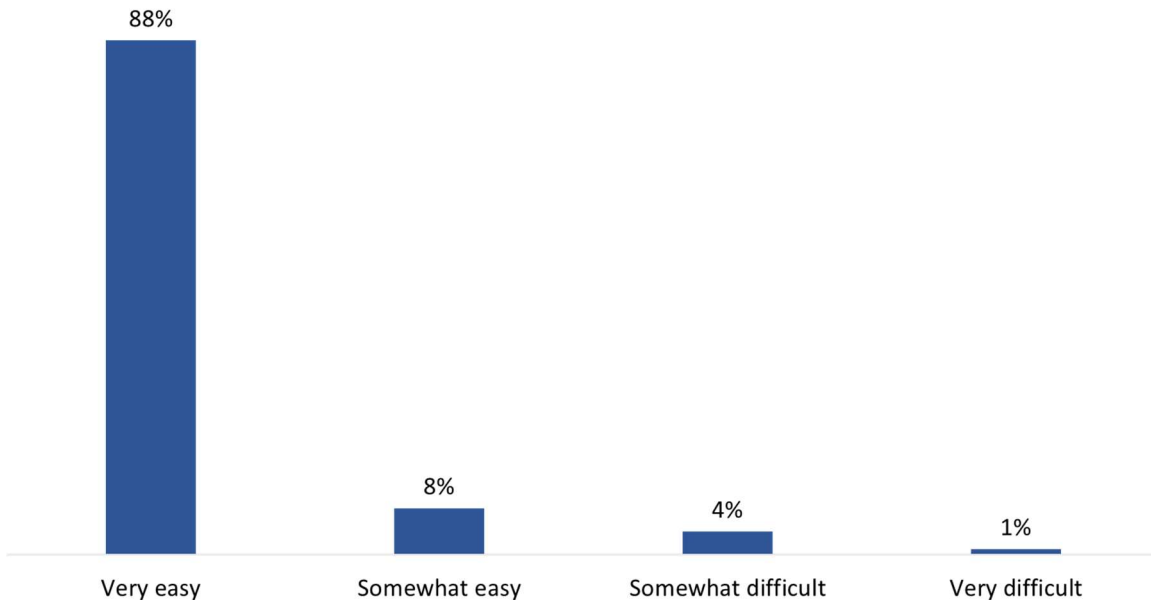
Q. Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to meet the identification requirements when you voted? Base: n=1,435; respondents who voted.

Satisfaction with Voting Experience

Vast majority found the paper ballot easy to use

Ninety-six percent of respondents who voted in the by-election said the paper ballot was at least somewhat easy to complete, including 88% who said it was very easy. Very few (5%) said it was at least somewhat difficult to complete the ballot. Voters from Winnipeg South Centre were less likely than voters in the other ridings to have found the ballot easy to complete (83%) compared to virtually all voters in Portage-Lisgar (98%), Oxford (98%), Calgary Heritage (99%), and Notre-Dame-de-Grâce-Westmount (99%). In Winnipeg South Centre, there was a total of 48 candidates in the by-election, which required Elections Canada to use a modified large-format ballot paper with two columns of candidate names.

Figure 25: Ease of using paper ballot



Q. Thinking about the paper ballot you used to vote in the by-election, was it very easy, somewhat easy, somewhat difficult or very difficult to complete your ballot? Base: n=1,435; respondents who voted.

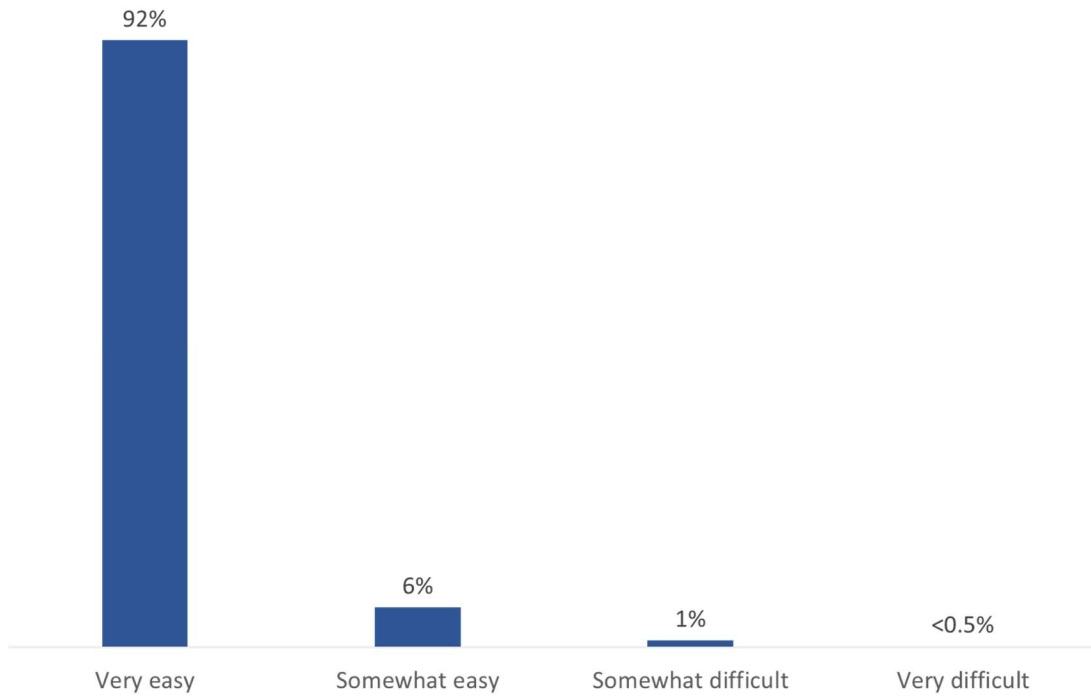
Electors who reported that they often or always limit their daily activities due to a physical condition, a sensory impairment, pain, or a mental health issue were less likely to say it was easy to complete their ballot (90%) than those who limit their activities sometimes (96%) or never (97%).

Among those who found it difficult to complete the ballot (n=53, of whom 79% were from Winnipeg South Centre), seven in 10 (71%) attributed this to the list of candidates being too long or having difficulty finding their choice of candidate on the list; thirteen percent mentioned the ballot paper being too large to handle or difficult to fold.

Nearly everyone found it easy to vote

Nearly everyone (98%) who said they voted in the by-election found it at least somewhat easy to vote, with over nine in 10 (92%) saying it was very easy. Voters from Winnipeg South Centre were less likely than voters in the other electoral districts to have found it easy to vote (95% compared to between 99% and 100% of voters in Notre-Dame-de-Grâce-Westmount, Oxford, Portage-Lisgar, and Calgary Heritage).

Figure 26: Ease or difficulty of voting

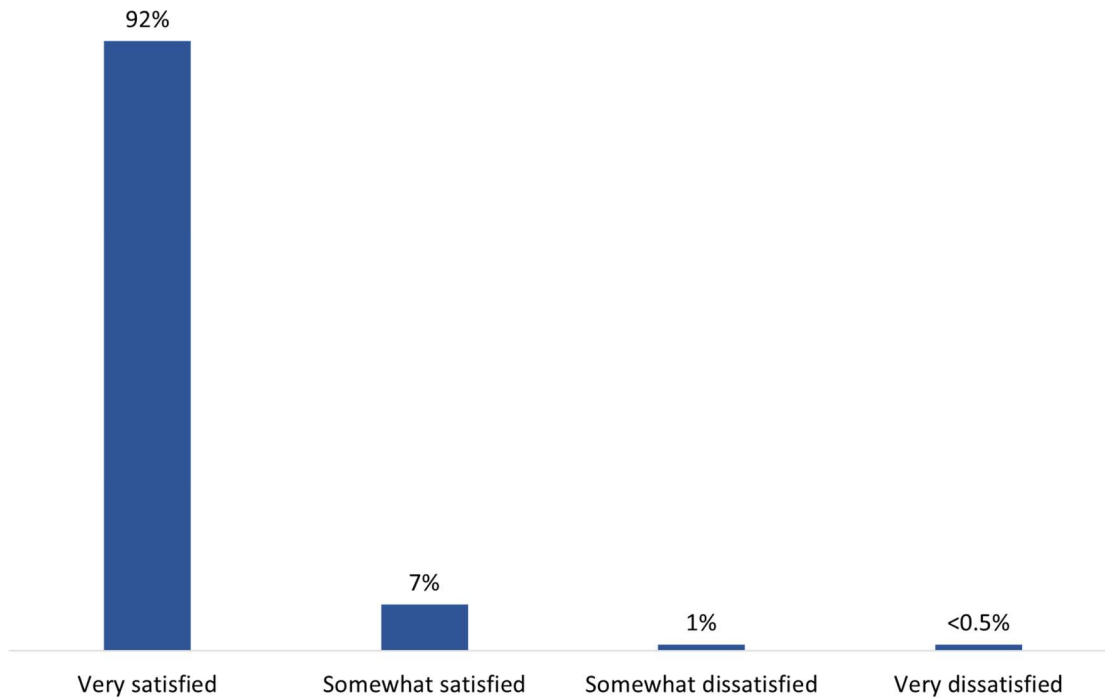


Q. Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to vote? Base: n=1,435; respondents who voted.

Strong and widespread satisfaction with Elections Canada staff

Virtually all (98%) of those who said they voted in the by-election held in their riding were at least somewhat satisfied with the services provided by Elections Canada staff, with 92% saying they were very satisfied. Voters from Winnipeg South Centre (95%) were less likely than voters in Oxford (100%), Portage-Lisgar (99%), and Calgary Heritage (99%) to be satisfied with the services provided by Elections Canada staff.

Figure 27: Satisfaction with Elections Canada staff

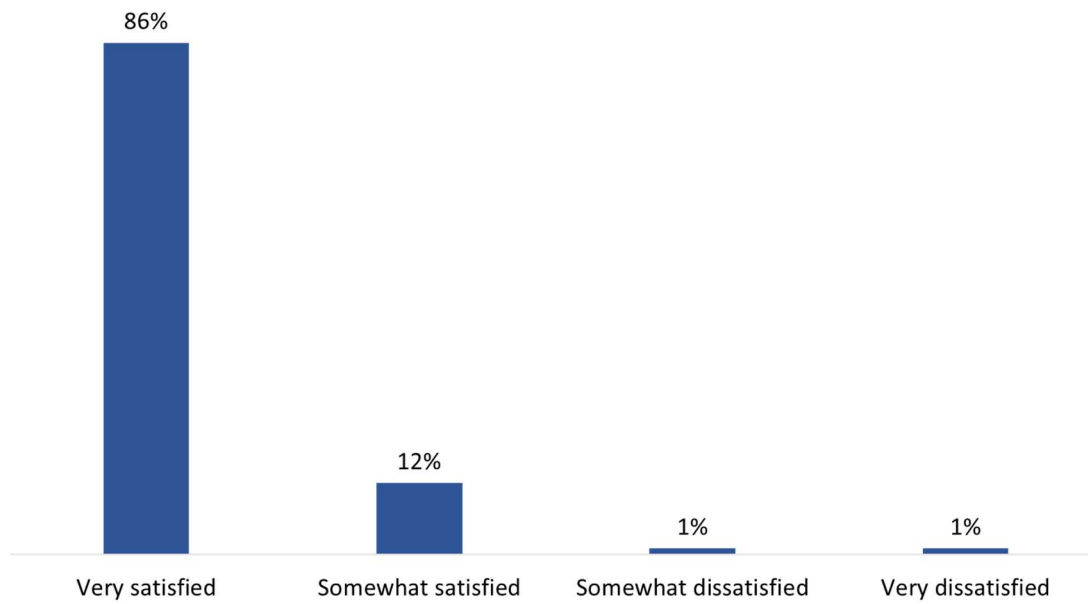


Q. Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the services provided by Elections Canada staff when you voted? Base: n=1,418; respondents who voted in person or at home.

Widespread satisfaction with voting experience

Ninety-eight percent of respondents who said they voted in the by-election were at least somewhat satisfied with their overall voting experience, including more than eight in 10 (86%) who were very satisfied. Voters from Winnipeg South Centre (96%) were less likely than voters in Notre-Dame-de-Grâce-Westmount (99%), Oxford (99%), and Calgary Heritage (99%) to be satisfied with their voting experience.

Figure 28: Satisfaction with voting experience



Q. Overall, how satisfied were you with your voting experience? Would you say that you were...? Base: n=1,435; respondents who voted.

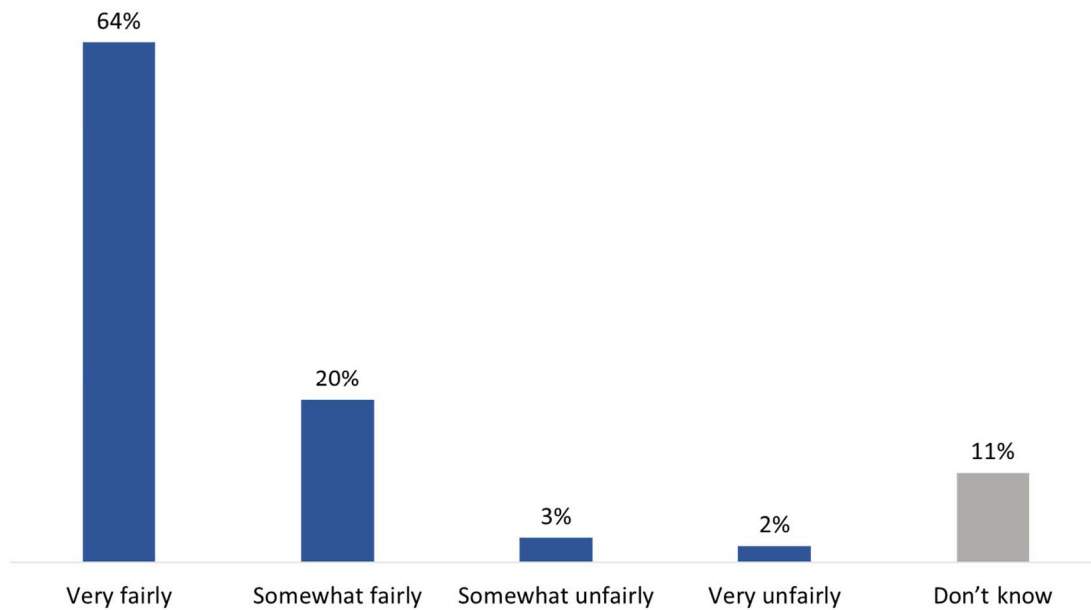
Voters 18–34 years of age were less likely than older voters to be very satisfied with their voting experience (79% versus 87% of 35–54-year-olds and 88% of those aged 55+).

Fairness of the By-election and Trust in the Results

Most electors felt that Elections Canada ran the by-election fairly

More than eight in 10 electors (84%) surveyed thought that Elections Canada ran the by-election at least somewhat fairly, with nearly two-thirds (64%) saying very fairly. Electors from Notre-Dame-de-Grâce-Westmount (80%) were less likely than those from the ridings of Portage-Lisgar (87%) and Oxford (86%) to have said that Elections Canada ran the by-election fairly.

Figure 29: Perceptions of Elections Canada’s fairness in running the by-election



Q. Thinking about the June 19/July 24 federal by-election, would you say that Elections Canada ran the election...? Base: n=2,012; all respondents.

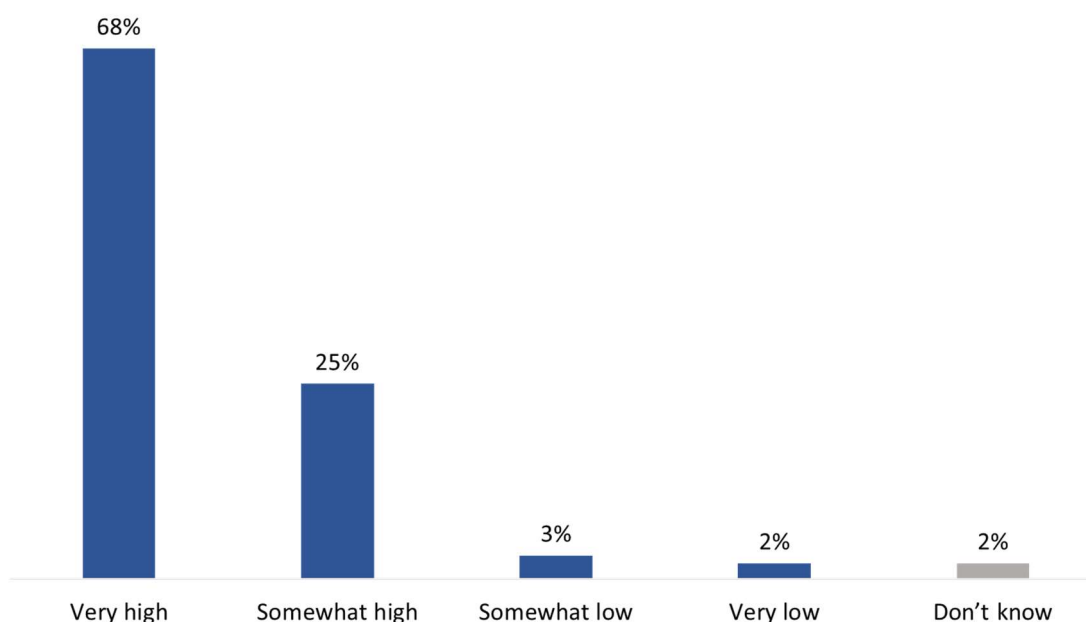
Electors aged 18 to 34 (51% versus 75% of those aged 55+), those with high school or less (55% versus 70% of those who completed their university education), those who are a visible minority (51% versus 67% of other electors) and those who did not vote in the by-election (71% versus 93% of voters) were less likely to say Elections Canada ran the by-election very fairly.

Those who felt that Elections Canada ran the election somewhat or very unfairly (n=76) were asked if there is a specific reason for this opinion. Most reasons mentioned fell within the following categories: a perceived lack of information about the by-election (32%), concerns about the candidate or nomination process (21%; most often mentioned by electors from the riding of Oxford), and a general distrust of government or elections (16%). Other reasons mentioned by very small numbers of respondents included the timing of the by-election and the location of the polling station.

More than nine in 10 trusted the accuracy of by-election results

More than nine in 10 respondents (93%) had a high level of trust in the accuracy of the election results, with over two-thirds (68%) expressing a very high level of trust. Electors from the riding of Calgary Heritage (96%) were more likely than those from Portage-Lisgar (90%), Oxford (92%), and Notre-Dame-de-Grâce-Westmount (93%) to have a high level of trust in the accuracy of the results in their riding.

Figure 30: Trust in accuracy of results



Q. What level of trust do you have in the accuracy of the election results in your riding? Is it...? Base: n=2,012; all respondents.

The following electors were less likely to have a very high level of trust in the accuracy of the election results:

- 18- to 34-year-olds (55%) compared to 35- to 54-year-olds (66%) and those aged 55+ (77%);
- electors with a high school education or less (51%) compared to university graduates (77%);
- visible minorities (62%) compared to other electors (70%); and
- non-voters (53%) versus those who voted in the by-election (75%).

Those who said that they have low trust in the accuracy of the election results (n=85) were asked if there was a specific reason for their low trust. In response, most respondents pointed to a general distrust of government and politicians (39%) or a general distrust of the electoral process (25%). A small number of respondents mentioned a lack of information about the by-election (9%) and concerns about the candidate and/or the nomination process (6%).

Profile of Survey Respondents

Eighty-nine percent of the surveys were completed in English and 11% were completed in French. All surveys in the ridings of Oxford, Portage-Lisgar, Winnipeg South Centre, and Calgary Heritage were completed in English. In the riding of Notre-Dame-de-Grâce-Westmount, 45% of the surveys were completed in English and 55% in French.

Age	Weighted		Unweighted	
	n	%	n	%
18 to 34 years	577	29%	405	20%
35 to 54 years	578	29%	530	26%
55 years of age and older	857	43%	1,077	54%

Gender	Weighted		Unweighted	
	n	%	n	%
Man	1,028	51%	928	53%
Woman	963	48%	1,063	46%

*Other: n=9/prefer not to say: n=12 (unweighted)

Employment	Weighted		Unweighted	
	n	%	n	%
Employed	1,215	60%	1,090	54%
Retired	523	26%	694	34%
Student	56	3%	41	2%
Unemployed and looking for work	85	4%	68	3%
Homemaker	54	3%	50	2%
Other	74	4%	65	3%

*Prefer not to say: n=4 (unweighted)

Education	Weighted		Unweighted	
	n	%	n	%
Some high school or less	83	4%	84	4%
Completed high school	342	17%	334	17%
Some college	101	5%	95	5%
Completed college	403	20%	389	19%
Some university	109	5%	114	6%
Completed university	628	31%	630	31%
Post-graduate university	330	16%	348	17%
Other	5	<1%	6	<1%

*Don't know: n=1/prefer not to say: n=11 (unweighted)

Household Size	Weighted		Unweighted	
	n	%	n	%
Single-person household	441	22%	503	25%
Two people	690	34%	736	37%
Three to four	659	33%	578	29%
Five or more	212	11%	183	9%

*Prefer not to say: n=12 (unweighted)

Disability [Self-Identification]	Weighted		Unweighted	
	n	%	n	%
Identify as having a disability	265	13%	274	14%
Do not identify as having a disability	1,735	86%	1726	86%

*Don't know: n=6/prefer not to say: n=6 (unweighted)

Disability [Functional]	Weighted		Unweighted	
	n	%	n	%
Often or always limit daily activities	179	9%	191	9%
Sometimes limit daily activities	520	26%	530	26%
Never limit daily activities	1,294	64%	1,269	63%

*Don't know: n=7/prefer not to say: n=15 (unweighted)

First Nations, Métis or Inuk (Inuit)	Weighted		Unweighted	
	n	%	n	%
Non-Indigenous	1,936	96%	1,944	97%
Indigenous	64	3%	55	3%

*Prefer not to say: n=13 (unweighted)

Born in Canada Base: those who are not Indigenous.	Weighted		Unweighted	
	n	%	n	%
Born in Canada	1,574	78%	1,574	78%
Born outside Canada	361	18%	369	18%

*Prefer not to say: n=1 (unweighted)

Visible Minority	Weighted		Unweighted	
	n	%	n	%
Not a visible minority	1,620	80%	1,642	82%
Visible minority	309	15%	289	14%

Voted in the 2021 Federal Election	Weighted		Unweighted	
	n	%	n	%
Voted	1751	87%	1,780	88%
Non-voter but eligible	157	8%	143	7%
Not eligible to vote in 2021	15	1%	11	1%

*Don't know: n=27 (unweighted)

Appendix

Annex 1: Methodological Details

Sampling

An overlapping dual-frame (landline and wireless) sample was used to minimize coverage error. To ensure that the sample was representative, and that the results reflected the distribution of electors by age and gender, the sampling frame was based on Statistics Canada census data and stratified by age.

The RDD sample (landline and wireless) was supplied by ASDE, and the wireless panel sample was provided by Advanis. Using wireless RDD was only feasible in the rural ridings of Portage-Lisgar and Oxford. Therefore, a sample of wireless numbers was drawn from Advanis' proprietary General Population Random Sample (GPRS) to survey electors in the ridings of Calgary Heritage, Winnipeg South Centre, and Notre-Dame-de-Grâce-Westmount. The GPRS sample has been recruited via RDD using both wireless and landline telephone numbers as well as interactive voice response (IVR) calling and live interviewers.

The following table provides a breakdown of the number completes obtained from each electoral district by sample source:

Sample Source	Wave 1: June 19 by-election				Wave 2: July 24 by-election
	Winnipeg South Centre	Oxford	Portage-Lisgar	Notre-Dame- de-Grâce- Westmount	Calgary Heritage
Landline RDD (n)	232	215	144	205	103
Wireless RDD (n)	--	186	258	--	--
Wireless GPRS (n)	175	--	--	195	299

Respondents were randomly selected using landline and wireless samples. Wireless samples were used to reach younger electors and to ensure cell-phone-only households were included in the sampling frame. For landlines, interviewers asked to speak to the youngest person in the household who is a Canadian citizen and who is at least 18 years old. If that was not the initial individual answering the telephone, but another individual in the household, interviewers asked to speak to the eligible respondent. If that person was not available over the interview period, interviewers asked to speak to the person with the next most recent birthday or (when needed) the youngest person in the household 18 years of age or older. No selection procedures were used for the cell phone sample.

Once an appropriate adult was reached, voter eligibility was verified by the interviewer. To be eligible for the survey, respondents had to be Canadian citizens of at least 18 years of age on polling day, and to have had an address of ordinary residence in the electoral district from the first day of the revision period until election day.

Pre-test

To pre-test the questionnaire, respondents were first administered the survey and then asked about the clarity of the questionnaire. The short debrief following the survey provided an opportunity for respondents to offer feedback on the questionnaire and was conducted by telephone on June 20, 2023, following the June 19 by-election and on July 25, 2023, following the July 24 by-election. Respondents had the choice of participating in the official language of their choice. The pre-test interviews were digitally recorded and reviewed by Phoenix SPI team members and Elections Canada officials.

Data Collection

All fieldwork was conducted using computer-assisted telephone interviewing (CATI) and computer-assisted web interviewing (CAWI) technology. To minimize non-response, those who declined to complete the survey over the telephone were given the option to complete the survey online. Based on a sample of this size (n=2,012), the overall results would have a maximum margin of error of $\pm 2.2\%$, 19 times out of 20. The results for each electoral district would have a maximum margin of error of $\pm 4.9\%$, 19 times out of 20.

The following specifications applied:

- The survey was programmed in both French and English.
- Interviews averaged 14.4 minutes in length when conducted over the telephone and 9.7 minutes when completed online.
- All survey participants were informed that their participation is voluntary, and that information collected is protected under the authority of the *Privacy Act*. They were also informed that the anonymized database of all responses may be shared with external researchers who collaborate with Elections Canada under the strict condition that no personal information is ever distributed or made public.
- Interviewers mentioned in the introduction that the study was sponsored by Elections Canada.

The table below provides a summary of the interviews by riding:

	Wave 1: June 19 by-election				Wave 2: July 24 by-election
	Winnipeg South Centre	Oxford	Portage-Lisgar	Notre-Dame- de-Grâce- Westmount	Calgary Heritage
Total (n)	407	401	402	400	402
CATI (n)	391	390	377	387	377
Web (n)	16	11	25	13	25
English (n)	407	401	402	177	402
French (n)	--	--	--	223	--
Start date	June 20, 2023	June 20, 2023	June 20, 2023	June 20, 2023	July 25, 2023
End date	July 10, 2023	July 9, 2023	July 4, 2023	July 12, 2023	August 8, 2023

Survey length (in minutes):					
Telephone	14.4	13.9	14.3	15.5	13.9
Web	9.0	10.0	8.5	8.1	13.1

Response Rate

The table below presents information about the final call dispositions for this survey and the response rate, first overall and then for each of the different sample sources: landline and wireless sample.

Overall	Wave 1: June 19 by-election				Wave 2: July 24 by-election
	Winnipeg South Centre	Oxford	Portage- Lisgar	Notre-Dame- de-Grâce- Westmount	Calgary Heritage
Out-of-scope – Invalid (I)					
Not in service, fax/modem, business	17,697	11,075	3,894	10,475	6,492
Unresolved (U)					
Busy, voicemail, no answer	14,059	17,756	18,148	12,502	6,649
In-scope - Non-responding (IS)					
Language problem, illness	87	44	84	83	49
Selected respondent not available	8	6	13	14	9
Household refusal	1,949	2,809	5,033	1,736	799
Respondent refusal	1,653	1,230	1,987	1,550	1,058
Qualified respondent break-off/partial complete	39	66	91	34	34
In-scope - Responding units (R)					
Does not qualify - Age	5	4	8	7	3
Does not qualify - Citizenship	3	1	2	8	3
Does not qualify - Not in riding	174	88	205	218	215
Terminate - Age stratum filled	449	85	79	175	264
Completed the survey	407	401	402	400	402
Total numbers dialed	36,530	33,565	29,946	27,202	15,977
Response Rate⁷ = R / (U + IS + R)	5.5%	2.6%	2.7%	4.8%	9.4%

Landline Sample	Wave 1: June 19 by-election				Wave 2: July 24 by-election
	Winnipeg South Centre	Oxford	Portage- Lisgar	Notre-Dame- de-Grâce- Westmount	Calgary Heritage
Out-of-scope – Invalid (I)					

⁷ The response rate formula is as follows: [Response Rate=R/(U+IS+R)]. This means that the response rate is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].

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Not in service, fax/modem, business	17,641	10,419	3,333	10,387	6,299
Unresolved (U)					
Busy, voicemail, no answer	13,093	9,270	7,439	11,409	5,052
In-scope - Non-responding (IS)					
Language problem, illness	81	29	23	77	39
Selected respondent not available	6	1	3	8	4
Household refusal	1,862	1,872	1,422	1,530	627
Respondent refusal	1,496	729	548	1,192	793
Qualified respondent break-off/partial complete	29	36	21	25	15
In-scope - Responding units (R)					
Does not qualify - Age	5	3	1	5	1
Does not qualify - Citizenship	0	0	0	2	0
Does not qualify - Not in riding	125	26	17	57	52
Terminate - Age stratum filled	390	74	38	141	194
Completed the survey	232	215	144	205	103
Total numbers dialed	34,960	22,674	12,989	25,038	13,179
Response Rate = R / (U + IS + R)	4.3%	2.6%	2.1%	2.8%	5.1%

Wireless Sample	Wave 1: June 19 by-election				Wave 2: July 24 by-election
	Winnipeg South Centre	Oxford	Portage- Lisgar	Notre-Dame- de-Grâce- Westmount	Calgary Heritage
Out-of-scope – Invalid (I)					
Not in service, fax/modem, business	56	656	561	88	193
Unresolved (U)					
Busy, voicemail, no answer	966	8,486	10,709	1,093	1,597
In-scope - Non-responding (IS)					
Language problem, illness	6	15	61	6	10
Selected respondent not available	2	5	10	6	5
Household refusal	87	937	3,611	206	172
Respondent refusal	157	501	1,439	358	265
Qualified respondent break-off/partial complete	10	30	70	9	19
In-scope - Responding units (R)					
Does not qualify - Age	0	1	7	2	2
Does not qualify - Citizenship	3	1	2	6	3
Does not qualify - Not in riding	49	62	188	161	163
Terminate - Age stratum filled	59	11	41	34	70
Completed the survey	175	186	258	195	299
Total numbers dialed	1,570	10,891	16,957	2,164	2,798

Response Rate = R / (U + IS + R)	18.9%	2.6%	3.0%	19.2%	20.6%
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Survey Weighting

The survey data were weighted via calibration to accurately reflect the separate age and gender distributions of eligible electors in the Winnipeg South Centre, Oxford, Portage-Lisgar, Notre-Dame-de-Grâce-Westmount, and Calgary Heritage ridings. Specifically, the nested census populations of males and females residing in each federal electoral district who were 18–24, 25–34, 35–44, 45–64, and 65 or older were compiled as weighting frames. The survey results were then compared to the same age and gender proportions to generate survey weights that sum to the size of the sample of respondents in each electoral district independent of the other electoral districts. Any respondents who refused to provide their age and/or gender were given a neutral weight so as not to skew the weighting proportions. Weights were based on 2021 Statistics Canada census data⁸.

The tables below show the weighted and unweighted proportions for the variables used to create the weights by electoral district:

	Winnipeg South Centre		Oxford		Portage-Lisgar	
	Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted
Total (n)	407	407	401	401	402	402
Gender						
Male	45%	47%	49%	48%	48%	49%
Female	53%	51%	50%	51%	52%	50%
Other	1%	1%	0%	0%	0%	0%
Refusal	1%	1%	1%	1%	0%	0%
Age						
18 to 24	8%	12%	10%	10%	11%	12%
25 to 34	11%	19%	12%	16%	17%	17%
35 to 44	14%	16%	11%	16%	13%	17%
45 to 64	37%	29%	29%	33%	33%	32%
65 or older	31%	25%	37%	25%	27%	22%

	Notre-Dame-de-Grâce-Westmount		Calgary Heritage	
	Unweighted	Weighted	Unweighted	Weighted
Total (n)	400	400	402	402
Gender				
Male	42%	46%	42%	49%
Female	57%	53%	56%	50%
Other	1%	1%	0%	1%
Refusal	1%	1%	1%	0%
Age				
18 to 24	10%	12%	6%	10%
25 to 34	9%	17%	7%	18%
35 to 44	12%	17%	16%	18%
45 to 64	34%	31%	38%	35%
65 or older	35%	24%	33%	18%

⁸ [Statistics Canada. Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-401-X2021001.](https://www150.statcan.gc.ca/n1/pub/98-401-x2021001)

Annex 2: Survey Questionnaire

Introduction

Good afternoon/evening. My name is ... and I am calling from [...], a public opinion research company. Today we are conducting a study on behalf of Elections Canada. Please be assured that we are not selling or soliciting anything.

[IF ASKED]: The survey will take about 15 minutes to complete.

[IF ASKED ABOUT THE LEGITIMACY OF THE SURVEY]: If you would like to ensure that this survey is run by Elections Canada, you can call their toll-free number at 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time). You can also contact Alethea Woods, from Phoenix Strategic Perspectives, at 613-260-1700.

[IF ASKED ABOUT THE NATIONAL DO NOT CALL LIST]: Calls made for the purpose of market research, polls or surveys are not considered telemarketing calls. Organizations making these types of calls are not required to register with the National Do Not Call List. The National Do Not Call List toll-free telephone number is 1-866-580-3625.

[IF ASKED ABOUT ELECTIONS CANADA]: The Elections Canada website is at elections.ca. The toll-free telephone number for Elections Canada is 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time).

Landline Protocol

I would like to speak to the youngest person in your household who is a Canadian citizen and who is at least 18 years old. Would that be you?

- If person is not available, arrange for call back.
- If person is not available over interview period, ask for person with next most recent birthday.
 - If the response rate is lower among younger Canadians, ask to speak to the youngest person in the household who is 18 years of age or older.
- If no one in household is a Canadian citizen or 18 years, thank and discontinue.
- If in doubt, confirm whether respondent would like to be interviewed in English or French.

Cell Protocol

I would like to speak to someone who is a Canadian citizen and is at least 18 years old. Does that describe you?

- If person is not available, arrange for call back.
- If person is not available over interview period, thank and discontinue.
- If person is not a Canadian citizen or 18 years, thank and discontinue.
- If in doubt, confirm whether respondent would like to be interviewed in English or French.

Privacy

Please note that this call may be recorded for quality control or training purposes. By taking part in this survey, you consent to the use of your answers for research and statistical purposes. Any personal information collected is subject to the federal *Privacy Act* and will be held in strict confidence. Elections Canada will not use your responses to identify you, and 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.

Section 1: Screening/Quotas

ByResident

Between [May 15, 2023 and June 19, 2023/June 19, 2023 and July 24, 2023] did you live in the federal riding of [Insert based on ED: Winnipeg South Centre/Oxford/Portage-Lisgar/Notre-Dame-de-Grâce-Westmount/Calgary Heritage]?

IF NO: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding and were eligible to vote in the July 24, 2023 federal by-election. THANK AND DISCONTINUE.

IF ANSWERS SPONTANEOUSLY THAT LIVED IN RIDING FOR ONLY PART OF REVISION PERIOD: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding for the entire revision period ([May 15, 2023 through June 19, 2023/June 19, 2023 through July 24, 2023]), and were eligible to vote in the [June 19/July 24], 2023 federal by-election. THANK AND DISCONTINUE.

IF UNSURE: REVIEW LIST OF COMMUNITIES IN THE RIDING WITH RESPONDENT TO DETERMINE IF HE/SHE WAS A RESIDENT OF THE RIDING. IF SO, CONTINUE. IF NOT, DISCONTINUE USING LANGUAGE IN CODE 02. LIST OF COMMUNITIES ATTACHED.

IF UNSURE (2): INTERVIEWER TO USE ELECTIONS CANADA'S ONLINE *VOTER INFORMATION SERVICE* TO VERIFY RIDING BY POSTAL CODE (<http://www.elections.ca/scripts/vis/findef>).

01. Yes

02. No [TERMINATE AND GO TO THNK2]

Citizen

May I confirm that you are a Canadian citizen?

[If Landline] IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on [June 19/July 24], 2023. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on [June 19/July 24], 2023? IF YES ASK TO SPEAK TO THAT PERSON.

01. Yes

02. No [TERMINATE AND GO TO THNK2]

98. Don't know [TERMINATE AND GO TO THNK2]

99. Prefer not to say [TERMINATE AND GO TO THNK2]

YOB

In what year were you born?

[DO NOT READ]

Record year: [4- digit number; min. 1905, max. 2023]

99. Prefer not to say
[Compute Age=2023-YOB]
[If Age<18, TERMINATE AND GO TO THNK2]

[Show if YOB=99]

AgeGroup

Would you be willing to indicate in which of the following age categories you belong?

- 00. Under 18 [TERMINATE]
- 01. 18 to 24
- 02. 25 to 34
- 03. 35 to 44
- 04. 45 to 54
- 05. 55 to 64
- 06. 65 or older

[Do not read]

100..... Prefer not to say
[TERMINATE AND GO TO THNK2]

18inBy

[Show if Age=18 or AgeGroup=01]

May I confirm that you were at least 18 years old on [June 19/July 24], 2023?

[If Landline] IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on [June 19/July 24], 2023. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on [June 19/July 24], 2023? IF YES ASK TO SPEAK TO THAT PERSON.

[DO NOT READ]

- 01. Yes
- 02. No GO TO THNK2

Section 2: Electoral Awareness and Knowledge

[Ask all]

AwareBy

Did you know that a federal by-election took place on [June 19/July 24], 2023 in your riding?

[DO NOT READ]

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

KnowWaystoVote_phone

To the best of your knowledge, what are the current ways that electors can vote in a federal election?

[DO NOT READ] – SELECT ALL THAT APPLY (MULTIPLE MENTIONS). PROBE CAREFULLY TO AVOID SUGGESTING ANSWERS THAT WOULD GIVE AWAY THE LIST. AFTER EACH ANSWER, PROBE “Anything else?”

01. In person at a polling station on election day ([June 19/July 24], 2023)
02. At advance polls, in person ([June 9, 10, 11, 12/July 14, 15, 16, 17])
03. By mail (either within Canada or outside Canada)
04. At a local Elections Canada office/office of the returning officer, before election day
05. At home (for electors with a disability)
06. Special ballot, write-in ballot, absentee ballot (non-specific)
07. On some post-secondary campuses
08. Online (non-specific)
09. Through the telephone
10. Computer, electronically (non-specific)
11. By proxy
96. Other, please specify: [TEXT]
97. None of the above
98. Don't know
99. Prefer not to say

NOTES:

- “Ways to vote” means the different voting methods available in a federal election.
- If respondent simply says, “polling station,” probe “Could you please be more specific about when that would be?” (codes 01 and 02 use polling stations).
- If respondent simply says “before election day,” ask for clarification “Could you please be more specific about how you can vote before election day?” (Codes 02, 03 and 04 can all be prior to election day.)

Section 3: Voting Option Message Testing

Programming Instructions:

Randomly assign respondents based on the indicated chance of selection so they are tested on one of the message options for voting at the polls, one message for voting at the RO office, and one message for voting by special ballot.

The random assignment for PollMessage, OfficeMessage, and SpecialBallotMessage must be done independently of each other, so that it is possible for some respondents to see all old messages, some all new messages, and some a mix of old and new.

PollMessage

01. on election day [1 in 4 chance of selection]
02. on advance polling days [1 in 4 chance]

03. at your assigned polling station on election day or advance polling days [1 in 2 chance]

OfficeMessage

01. at a local Elections Canada office [1 in 2 chance]
02. at the office of the returning officer [1 in 2 chance]

SpecialBallotMessage

01. by mail [1 in 2 chance]
02. by special ballot [1 in 2 chance]

MessageTestingPreamble

We would like to get your impressions of some of the different ways of voting in a federal election. It is not a problem if you have not heard of certain voting methods, we would still like to know your impressions.

NOTES:

[If respondent does not understand the voting method, say: “It is not a problem if you have not heard of certain voting methods, we would still like to know your impressions.”]

[If respondent continues to have difficulty answering, interviewer can inform respondent that they can answer that they “don’t know”.]

PollMessageTesting

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about voting [PollMessage]?

[Grid]

[Rows]

- | | |
|------------------|--|
| _Clear | It is clear to you what voting [PollMessage] means. |
| _Reliable | You would trust voting [PollMessage] as a secure and reliable way to vote. |
| _Easy | Voting [PollMessage] seems like an easy or convenient way to vote. |

[Columns]

[Do not read]

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

OfficeMessageTesting

Next, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about voting [OfficeMessage]?

[Grid]

[Rows]

- | | |
|---------------|---|
| _Clear | It is clear to you what voting [OfficeMessage] means. |
|---------------|---|

_Reliable You would trust voting [OfficeMessage] as a secure and reliable way to vote.
_Easy Voting [OfficeMessage] seems like an easy or convenient way to vote.

[Columns]

[Do not read]

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

[Show if OfficeMessageTesting_Clear=03 or 04]

OfficeMessage_Unclear

What do you find unclear about the meaning of voting [OfficeMessage]?

[Open-ended]

SpecialBallotMessageTesting

Finally, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about voting [SpecialBallotMessage]?

[Grid]

[Rows]

_Clear It is clear to you what voting [SpecialBallotMessage] means.
_Reliable You would trust voting [SpecialBallotMessage] as a secure and reliable way to vote.
_Easy Voting [SpecialBallotMessage] seems like an easy or convenient way to vote.

[Columns]

[Do not read]

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

[Show if SpecialBallotMessageTesting_Clear=03 or 04]

SpecialBallotMessage_Unclear

What do you find unclear about the meaning of voting [SpecialBallotMessage]?

[Open-ended]

[Show if SpecialBallotMessageTesting_Reliable=03 or 04]

SpecialBallotMessage_Unreliable

What makes you think that voting [SpecialBallotMessage] would not be secure or reliable?

[Open-ended]

If Aware By IS 02 OR 98 OR 99; GO TO ByFairness

Section 4: Aided recall of EC advertising and communications

InfoPreamble

Now I would like to ask a few questions about the information you may have received in advance of the federal by-election.

GotVIC

During the campaign, did you receive a voter information card addressed to you personally and telling you where and when to vote?

[DO NOT READ]

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

FeelInformed_Voting

Overall, how well informed do you feel you were about when, where and how to vote in the by-election?

READ SCALE

- 01. Very informed
- 02. Somewhat informed
- 03. Not very informed
- 04. Not at all informed

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

AdRecallA to E

During the federal by-election campaign, did you see or hear advertising from Elections Canada about where, when and how to vote...

ROTATE AdRecallA to AdRecallD

AdrecallA

...on social media such as Facebook, Instagram or YouTube?

DO NOT READ

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

AdRecallB

... when you were browsing websites or on a mobile application?

DO NOT READ. INCLUDES MENTIONS OF ONLINE NEWSPAPERS AND ARTICLES, "ON MY PHONE," WEATHER NETWORK.

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

AdRecallC

... on the radio or an audio platform (such as Spotify)?

DO NOT READ

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

AdRecallD

... in a local newspaper?

DO NOT READ

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

AdRecallE other

... in any other format?

DO NOT READ

- 01. Yes: [Specify formats]
- 02. No
- 98. Don't know
- 99. Prefer not to say

Section 5: Voter participation

Voted

Many people don't or can't vote for a variety of reasons. Which of the following statement describes you?

01. I did not vote in the by-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 by-election

[DO NOT READ]

98. Don't know
99. Prefer not to say

ReasonDidNotVote

Show if Voted IS 01 or 02 or 03

What is the main reason you did not vote?

[DO NOT READ – CODE 1 ANSWER]

Everyday life or health reasons

01. Too busy
02. Out of town/away from home
03. Illness or disability

Political reasons

04. Not interested in politics
05. Lack of information about campaign issues or parties' positions
06. Did not like the candidates, parties, or campaign
07. Felt voting would not make a difference
08. Did not know who to vote for

Electoral process-related reasons

09. Could not prove identity or address
10. Not on voters list
11. Transportation problem/polling station was too far
12. Lack of information about the voting process (e.g., when or where to vote)
13. Lineups were too long
14. Issues with the voter information card
15. Missed the mail-in ballot deadline
16. Tried to vote by mail but did not receive ballot in time
17. Polling place was not accessible
18. Voting process was not accessible

All other reasons

19. Forgot to vote
20. Religious or other beliefs
96. Other reason, please specify: [TEXT]
97. No particular reason
98. Don't know
99. Prefer not to say

TooBusy_Reason

Show if ReasonDidNotVote IS 01 (Too busy)

You said you were too busy to vote. If you had to choose, which of the following most closely reflects your situation? Would it be...

[Randomize 01-03]

[READ]

01. There isn't time in my normal schedule to vote
02. Something came up and I had to change my plans
03. I had other priorities that day

[Do not read]

96. Other, please specify: [TEXT]
98. Don't know
99. Prefer not to say

If Voted IS 01, 02, 03, 98 OR 99; GO TO ByFairness

VoteMethod

Show if Voted IS 04

Which method did you use to vote? Was it...

[READ IN ORDER UNTIL RESPONDENT PROVIDES A RESPONSE – CODE ONE ANSWER ONLY]

01. At the polling station on election day on [June 19/July 24], 2023?
02. At the advance polling station (on [June 9, 10, 11, 12/July 14, 15,16, 17])?
03. At the local Elections Canada office before election day?
04. By mail?
05. At home (if disabled)
96. Other, please specify: [TEXT]

[DO NOT READ]

98. Don't know
99. Prefer not to say

IF RESPONDENT ASKS FOR CLARIFICATION AT ANSWER 03 “AT THE LOCAL ELECTIONS CANADA OFFICE”

Whenever there is an election, the official in charge of conducting the election in a riding opens an office. That office is open to the public for the duration of the campaign. Did you vote there before election day?

IF RESPONDENTS SAY THEY VOTED ONLINE, ASK FOR CLARIFICATION. VOTERS CAN APPLY ONLINE TO RECEIVE A BALLOT IN THE MAIL AT HOME.

Section 6: Going to the Polling Place

Show section if VoteMethod IS 01, 02, 03

VoteTimeOfDay

Do you remember approximately what time it was when you went to vote at the [Insert based on VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

DO NOT READ

READ ONLY IF NECESSARY; CODE ONLY ONE RESPONSE

01. [Hide always] Between 7 and 8 a.m.
02. [Show if VoteMethod=01 and (ED ≤ Oxford or NDG-Westmount)] Between 8 and 9 a.m.
03. Between 9 and 10 a.m.
04. Between 10 and 11 a.m.
05. Between 11 a.m. and noon
06. Between noon and 1 p.m.
07. Between 1 and 2 p.m.
08. Between 2 and 3 p.m.
09. Between 3 and 4 p.m.
10. Between 4 and 5 p.m.
11. Between 5 and 6 p.m.
12. Between 6 and 7 p.m.
13. Between 7 and 8 p.m.
14. Between 8 and 9 p.m.
15. [Show if VoteMethod=01 and (ED=Oxford or NDG-Westmount)] Between 9 and 9:30 p.m.
98. Don't know
99. Prefer not to say

TravelTime

To the best of your knowledge, how long did it take you to travel to the [Insert based on VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

[DO NOT READ]

01. Record time in minutes: [NUMBER]
98. Don't know
99. Prefer not to say

TravelReasonable

Was the [Insert based on VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] a very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable distance from your home?

[DO NOT READ]

- 01. Very reasonable
- 02. Somewhat reasonable
- 03. Somewhat unreasonable
- 04. Very unreasonable
- 98. Don't know
- 99. Prefer not to say

PollSuitable

Would you say that the building where you voted was...?

READ SCALE

- 01. Very suitable
- 02. Somewhat suitable
- 03. Not very suitable
- 04. Not suitable at all

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

VoteTime

To the best of your knowledge, how long did it take you to vote once you arrived at the [Insert based on VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

DO NOT READ; RECORD TIME IN MINUTES

- 01. Record time in minutes: [NUMBER]
- 98. Don't know
- 99. Prefer not to say

VoteTimeReasonable

[Show if VoteTime=01 (i.e., if it's a number)]

Would you say that this was a reasonable amount of time?

DO NOT READ. QUESTION REFERS TO TIME SPENT TO VOTE

- 01. Yes
- 02. No

- 98. Don't know
- 99. Prefer not to say

Section 7: Voter Identification

[Show if GotVIC=01 and VoteMethod=01,02,03]

BroughtVIC

Did you bring your voter information card with you to the [insert based on VoteMethod: 01 polling station, 02 advance polling station or 03 local Elections Canada office]?

DO NOT READ. CODE ONE ANSWER ONLY

- 01. Yes
- 02. No
- 98. Don't know/don't remember
- 99. Prefer not to say

IDease

[Show if VoteMethod=01 to 96]

Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to meet the identification requirements when you voted?

[DO NOT READ]

NOTE: THIS QUESTION REFERS TO RESPONDENT'S OWN EXPERIENCE

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. Don't know
- 99. Prefer not to say

Section 8: Satisfaction with Voting Experience

[Show if VoteMethod=01,02,03,05]

ECStaffSat

Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the services provided by Elections Canada staff when you voted?

DO NOT READ

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Somewhat dissatisfied

- 04. Very dissatisfied
- 98. Don't know
- 99. Prefer not to say

ECStaffSat_Reason

If ECStaffSat IS 03 OR 04

Is there a specific reason why you were not satisfied with the services provided by Elections Canada staff?

[open-ended]

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

BallotEase

Show if VoteMethod IS 01 to 96

Thinking about the paper ballot you used to vote in the by-election, was it very easy, somewhat easy, somewhat difficult or very difficult to complete your ballot?

[DO NOT READ]

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. Don't know
- 99. Prefer not to say

BallotEase_Reason

If BallotEase IS 03 OR 04

Why was it difficult to complete your ballot?

[Do not read; accept multiple responses]

- 01. List of candidates was too long/hard to find my choice of candidate in the list
- 02. Ballot was difficult to read/understand
- 03. Ballot paper was too large to handle/difficult to fold
- 04. Ballot was hard to put in the ballot box
- 96. Other, please specify: [TEXT]
- 97. No particular reason
- 98. Don't know
- 99. Prefer not to say

VoteEase

Show if VoteMethod IS 01 to 96

Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to vote?

[DO NOT READ]

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. Don't know
- 99. Prefer not to say

VoteSat

Show if VoteMethod=01-96

Overall, how satisfied were you with your voting experience? Would you say that you were...?

READ SCALE

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Somewhat dissatisfied
- 04. Very dissatisfied

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

Section 9: Trust and Confidence in EC

[Ask all]

ByFairness

Thinking about the [June 19/July 24] federal by-election, would you say that Elections Canada ran the election...?

EMPHASIZE "ELECTIONS CANADA"

READ SCALE

- 01. Very fairly
- 02. Somewhat fairly
- 03. Somewhat unfairly
- 04. Very unfairly

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

ByFairness_Reason

ByFairness IS 03 or 04

Is there a specific reason why you think Elections Canada ran the election unfairly?

DO NOT READ

[Open-ended]

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

ByTrust

What level of trust do you have in the accuracy of the election results in your riding? Is it...?

READ SCALE

- 01. Very high
- 02. Somewhat high
- 03. Somewhat low
- 04. Very low

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

ByTrust_Reason

ByTrust IS 03 or 04

Is there a specific reason your trust in the accuracy of the election results is low?

DO NOT READ

[Open-ended]

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

Section 10: Background Characteristics

[Ask All]

These last few questions will allow us to compare the survey results among different groups of respondents. Your answers will remain anonymous and confidential.

Gender

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

READ LIST

- 01. Female
- 02. Male
- 96. Or please specify: [TEXT]
- 99. [DO NOT READ] Prefer not to say

LangAtHome

What language do you speak most often at home?

READ LIST

- 01. English
- 02. French
- 96. Or please specify. [TEXT]
- 99. [Do not read] Prefer not to say

Indigenous

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

[DO NOT READ LIST; IF MULTIPLE IDENTITIES, ASK “WHICH DO YOU PRIMARILY IDENTIFY AS”]

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

CanBorn

Indigenous IS 01 (No, not FN, Métis or Inuk (Inuk))

Were you born in Canada?

[Do not read]

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to answer

CanYear

CanBorn IS 02 (Not born in Canada)

In what year did you come to live in Canada?

[Do not read]

Record year: [4-digit number; validate that (CanYear >= YOB and CanYear <= 2023) or CanYear = 98-99]

- 98. Don't know/don't remember
- 99. Prefer not to say

Ethnicity

What is your ethnic or cultural background?

Indigenous IS 01 (No, not FN, Métis or Inuit (Inuk))

[Do not read. Code only one reply.]

[Use 95 for multiple ethnicities that do not fall under one category; e.g., English-Chinese would be 95; German-Canadian would be 01.]

[If respondent will only say "Canadian," code as 01.]

[If unsure, code response in 96 "other"]

- 01. White (e.g., English Canadian, Québécois, French, German, Italian, Scottish, etc.)
- 02. South Asian (e.g., East Indian, Pakistani, Bangladeshi, Sri Lankan, Punjabi, Tamil)
- 03. Chinese (e.g., China, Hong Kong, Taiwan)
- 04. Black (e.g., Caribbean, West African, Central African, East African)
- 05. Filipino
- 06. Arab (e.g., North African, Egyptian, Palestinian, Lebanese, Iraqi, Jordanian, Syrian, Saudi)
- 07. Latin American (e.g., South American, Central American, Mexican, Cuban, Puerto Rican)
- 08. Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, Indonesian)
- 09. West Asian (e.g., Iranian, Afghan, Israeli, Turk, Kurdish)
- 10. Korean
- 11. Japanese
- 12. Jewish
- 95. Mixed background
- 96. Other group, please specify: [TEXT]
- 98. Don't know
- 99. Prefer not to say

Education

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

[Do not read – code one response only]

- 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, please specify: [TEXT]
- 97. Don't know
- 99. Prefer not to answer

Employment

What best describes your current employment status?

[If asked to clarify: "Are you, for example, working full-time, or in school, or retired?"]

[Do not read]

- 01. Working full-time (35 or more hours per week)
- 02. Working part-time (less than 35 hours per week)
- 03. Self-employed
- 04. Unemployed, and looking for work
- 05. A student attending school
- 06. Training for a trade (e.g., apprenticeship)
- 07. Retired
- 08. A caregiver or homemaker
- 09. Not working due to illness/disability, or not looking for work
- 10. 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

DisabilityFunctional

How often do you have to limit your daily activities due to a physical condition, a sensory impairment, pain, or a mental health issue?

[Read list]

- 01. Never
- 02. Sometimes
- 03. Often
- 04. Always

[Do not read]

- 98. Don't know
- 99. Prefer not to say

DisabilityID

Do you identify as having a disability?

[Do not read]

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

HHsize

Including yourself, how many people usually live in your household?

[DO NOT READ]

[NUMBER; Min. value 1, max. value 20]

- 99. Prefer not to say

VotedLastGE

YOB IS MORE THAN 1900 AND LESS THAN OR EQUAL TO 2003

Finally, we would like to know if you voted in the September 20, 2021 federal general election?

[READ]

- 01. Yes
- 02. No
- 97. Not eligible to vote in 2021

[DO NOT READ]

- 98. Don't know
- 99. Prefer not to say

Conclusion

THNK

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 through their website at elections.ca or call toll-free at 1-800-463-6868.

If you have any reason to believe that your personal information is not being handled in accordance with the *Privacy Act*, you have a right to complain to the Privacy Commissioner of Canada.

[If asked for contact information for the Privacy Commissioner:]

Toll-free: 1-800-282-1376

TTY: (819) 994-6591

Web: Go to www.priv.gc.ca and click "Report a concern"

THNK2

NOT ELIGIBLE TO COMPLETE SURVEY

Thank you for your cooperation! Based on the information you have provided, unfortunately you are not eligible to complete the remainder of this survey.