

Survey of electors following the December 16, 2024, federal by-election in the district of Cloverdale – Langley City (BC)

Final Report

Prepared for Elections Canada

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Ce rapport est aussi disponible en français.

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This public opinion research report presents the results of a telephone survey conducted to help evaluate the December 16, 2024, federal by-election in the electoral district of Cloverdale – Langley City (British Columbia). In total, 401 surveys were completed from December 17, 2024, to January 9, 2025.

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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 December 16, 2024, federal by-election held in the electoral district of Cloverdale – Langley City (British Columbia). 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

- Eight in 10 electors (84%) said they were aware that a federal by-election had taken place in their riding.
- In terms of knowledge of the electoral process:
 - Seven in 10 respondents (70%) were aware that electors could register at the polling place on election day and vote immediately afterward. Just over half (57%) knew that electors could check, update or complete their voter registration on the Elections Canada website.
 - The vast majority of electors correctly indicated that proof of identity (97%) and address (91%) are required to vote in a Canadian federal election.
 - Almost three-quarters (73%) of electors recognized in-person voting at a polling station on election day as an option, while six in 10 were aware of the option to vote by mail (61%) and at advance polls (60%).
- Due to a postal service disruption, electors did not receive a voter information card (VIC) by mail in advance of this by-election. The personalized card tells electors when and where to vote and has information about the accessibility of their polling station. Elections Canada used its website and other media to remind electors that they do not need a VIC to be able to vote and that they could find their assigned polling station using the Voter Information Service on the agency's website. As part of this by-election survey, respondents were asked if they knew they could look up the location of their polling station on the Elections Canada website. In response, nine in 10 (90%) electors said they knew that this was possible, and approximately one-third (32%) reported looking for their polling station information on the website.

Aided recall of EC advertising and communications

- Nearly half (48%) of electors aware of the by-election recalled seeing or hearing advertising from Elections Canada about where, when and ways to vote. Among those who saw or heard Elections Canada advertising, just over half (55%) recalled hearing it on the radio or an audio platform like Spotify.
- Close to three-quarters (73%) of those aware of the by-election reported feeling informed about when, where and the ways to vote. Among them, 35% said they felt very informed, while 39% indicated they felt somewhat informed.

Voter registration

- Among electors aware of the December 16, 2024, by-election, three in 10 (31%) took steps to confirm their voter registration for the federal by-election. Nearly one-quarter (23%) checked their registration, 4% recently registered to vote, and 4% updated their registration information.
- Among electors who took steps to confirm their registration for the federal by-election, 31% contacted Elections Canada through its website, 24% used Elections Canada's online voter registration system, and 15% took other steps.

Voter participation

- Six in 10 (61%) electors aware of the by-election in their riding reported voting in it.¹
- Among electors who reported not voting, the most common reason was everyday or health-related reasons (46%). In addition, 24% said they did not vote for political reasons, 15% for reasons related to the electoral process, and 14% for other reasons, including that they simply forgot to vote.
- Among those who voted, 54% reported casting their ballot at a polling station on election day, while 42% voted at an advance polling station.

Experience at the polling place

- Forty-six percent of those who voted in person did so between 4:00 p.m. and the close of polls. Additionally, three in 10 (29%) voted in the afternoon between noon and 4:00 p.m., while 17% voted in the morning between 8:30 a.m. and noon. Among those who voted on election day, 51% cast their ballot between 4:00 p.m. and the close of polls, while 28% voted in the afternoon and 14% in the morning. Among advance polling station voters, 40% voted in the evening, 32% in the afternoon and 22% in the morning.
- Among those who voted in person, 61% reported that it took five minutes or less to travel to the polling place, while 24% said it took between six and 10 minutes. Thirteen percent reported a travel time of more than 10 minutes. Ninety-five percent of voters said the distance to their polling station from home was reasonable, with 83% describing it as very reasonable and 12% as somewhat reasonable.

¹ Self-reported voter turnout is historically overreported in public opinion surveys. In this survey, self-reported turnout was 61%, while the turnout rate among registered electors was 16%. 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 survey 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).

- Over two-thirds (69%) of those who voted in the by-election said it took them five minutes or less to vote, while 30% reported that it took between six and 10 minutes. The vast majority of these voters (98%) agreed that the time it took to vote once they arrived at the voting facility was reasonable.
- Ninety-five percent of those who voted at a polling station, advance polling station or local Elections Canada office found the building at least somewhat suitable, with 81% rating it as very suitable.

Voter identification

- Ninety-seven percent of respondents who said they voted found it very easy to meet the identification requirements, while 3% reported it was somewhat easy.

Satisfaction with voting experience

- Virtually all surveyed voters (99%) reported being satisfied with Elections Canada staff, with 90% reporting being very satisfied and 9% being at least somewhat satisfied.
- Ninety-eight percent reported that voting was easy, with 93% saying it was very easy and 5% describing it as somewhat easy. When it comes to completing their paper ballot, 96% described it as very easy and 4% as somewhat easy.
- Ninety-seven percent of respondents who voted in the by-election were at least somewhat satisfied with their overall voting experience, including 84% who were very satisfied and 12% who were somewhat satisfied.

Fairness, trust and confidence in Elections Canada

- The vast majority of electors reported having confidence in Elections Canada (89%) and a high level of trust in the accuracy of the election results in their riding (88%). Fewer, but still a majority, said Elections Canada managed the by-election fairly (67%).

3. Methodology

A telephone survey was conducted with 401 eligible electors in the Cloverdale – Langley City federal electoral district. The data collection took place from December 17, 2024, to January 9, 2025. 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, or who could not be reached by telephone after three call attempts, were offered the option of completing the survey through an online self-administered questionnaire. Sixty-three (n=63) electors completed the survey online; the remaining 338 electors completed it over the telephone. Based on a sample of this size, the overall results 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.

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 \$206,434.73 (including HST); this survey wave accounted for \$46,364.60 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 the federal by-election held on December 16, 2024, in the riding of Cloverdale – Langley City, British Columbia. The purpose of conducting this survey following the by-election was to obtain reliable survey data to evaluate electors' opinions, attitudes, 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 Elections Canada
- experiences with voting in the by-election
- attitudes toward 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 telephone survey was conducted with 401 eligible electors in the Cloverdale – Langley City, British Columbia, federal electoral district. 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. A pre-test was first conducted on December 17, 2024, with 20 individuals. No substantive changes were made to the questionnaire following the pre-test; data collection resumed on December 18, 2024, and continued through January 9, 2025.

An overlapping dual-frame (wireless and landline) sample was used to minimize coverage error. Those who declined to participate in the survey when contacted by telephone, or who could not be reached by telephone after three call attempts, were offered the option to complete the survey through an online self-administered questionnaire. Sixty-three electors opted to complete the survey online; the rest completed it over the telephone. All 401 respondents answered the survey in English.

The survey data was 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 $\pm 4.9\%$, 19 times out of 20. The maximum margins of error would be greater for results pertaining

to subgroups of the total sample. For a more complete description of the methodology, refer to [Annex 1](#).

Notes to the 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 61%, while the actual turnout rate for the December 16, 2024, by-election was 16% in the riding of Cloverdale – Langley City. 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 survey 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 up to 100% due to rounding or multiple mentions.
- Percentages in the report are rounded to the nearest full percentage. When a total is presented in the report (i.e., two percentages are added together, such as “somewhat satisfied” plus “very satisfied”), it has been calculated based on unrounded percentages. As a result, rounded percentages at times do not sum to the unrounded total percentage.
- The number of respondents per question changes throughout the report because questions were often asked of a sub-sample of respondents. 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.
 - When subgroup differences are reported, one category within a subgroup is being compared to one or more other categories within the same subgroup, often using the following syntax: “more likely” or “less likely”. For example, “group A was more likely than group B to...” or “group A is less likely than group B to...”.
 - 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.

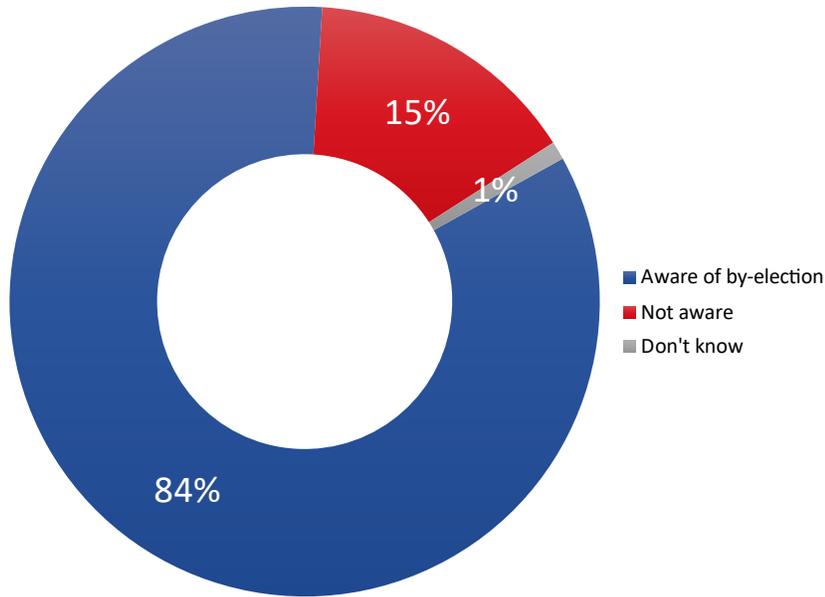
Detailed Findings

1. Awareness of the by-election

Most electors reported being aware of the federal by-election

Eighty-four percent of surveyed electors were aware of the federal by-election held on December 16, 2024, in their riding.

Figure 1: Awareness of by-election



Q6. Did you know that a federal by-election took place on December 16, 2024 in your riding? Base: n=401; all respondents.

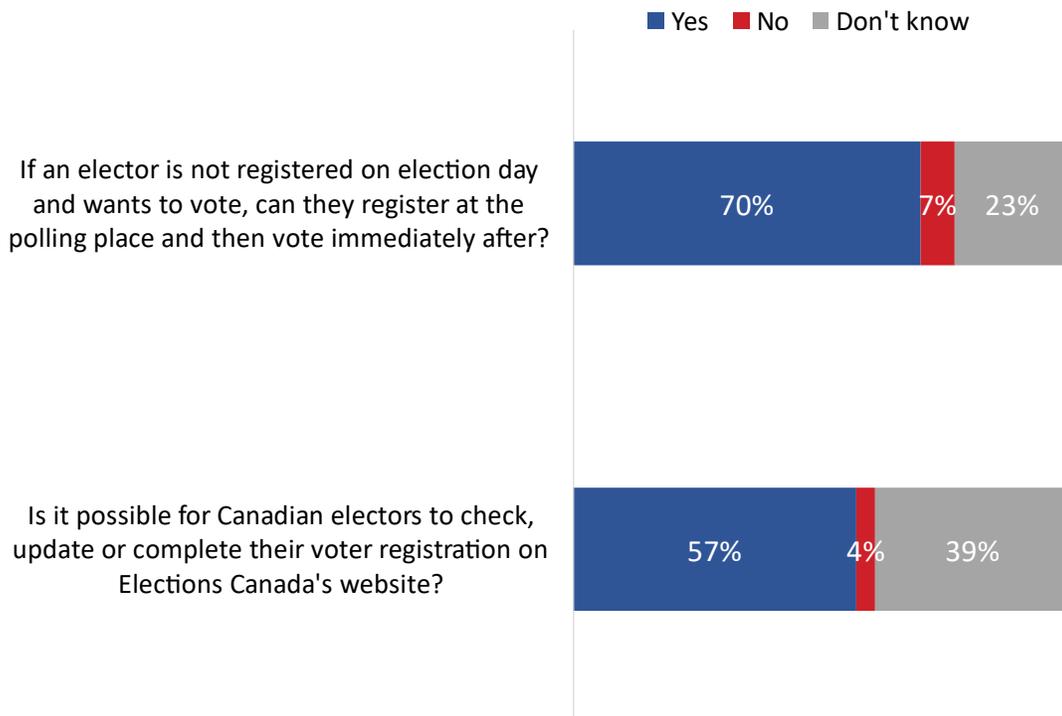
Awareness of the by-election was lower among 18- to 34-year-olds (74%) and 35- to 54-year-olds (83%) compared to electors aged 55+ (94%). It was also lower among those with a disability (71%, compared to 86% of those without a disability).

2. Knowledge of voter registration, identification and voting

A majority knew that electors could register at the polling place and check their registration status online

Seven in 10 respondents (70%) were aware that voters could register at the polling station on election day and vote immediately, while 57% knew they could check, update or complete their voter registration on the Elections Canada website. Nearly one-quarter (23%) were unsure whether same-day registration and voting were possible, and 39% were uncertain about the ability to update voter registration online. The remaining respondents believed that neither option was available to electors.

Figure 2: Knowledge of voter registration

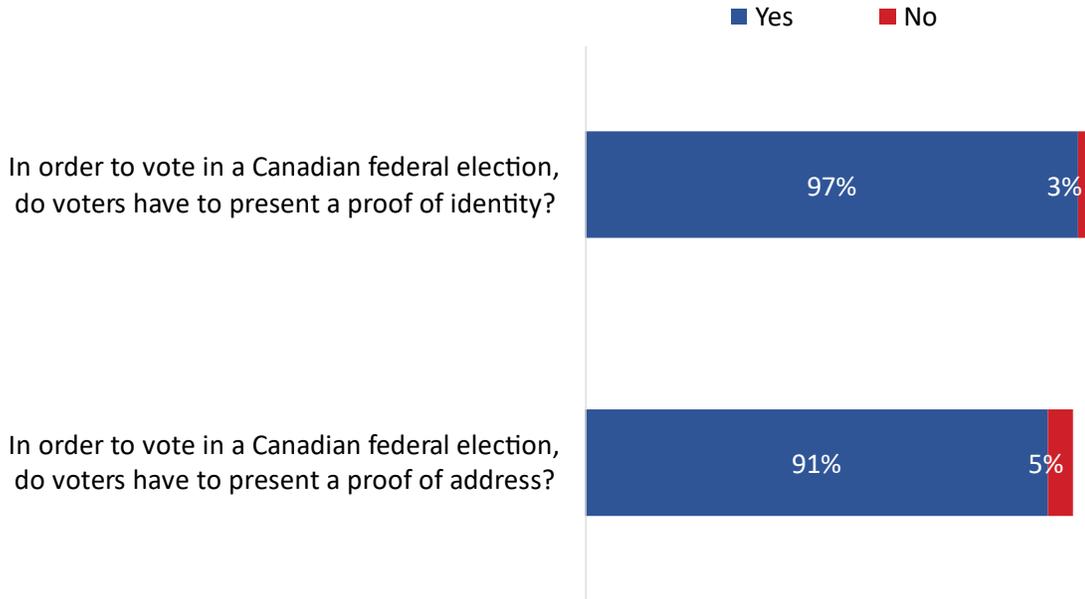


Q7. If an elector is not registered on election day and wants to vote, can they register at the polling place and then vote immediately after? / Q8. Is it possible for Canadian electors to check, update or complete their voter registration on Elections Canada's website? Base: n=401; all respondents.

Nearly all reported being aware of voter identification requirements

Ninety-seven percent of electors knew that proof of identity is required to vote in a Canadian federal election, while 91% were aware that proof of address is also necessary.

Figure 3: Knowledge of voter identification



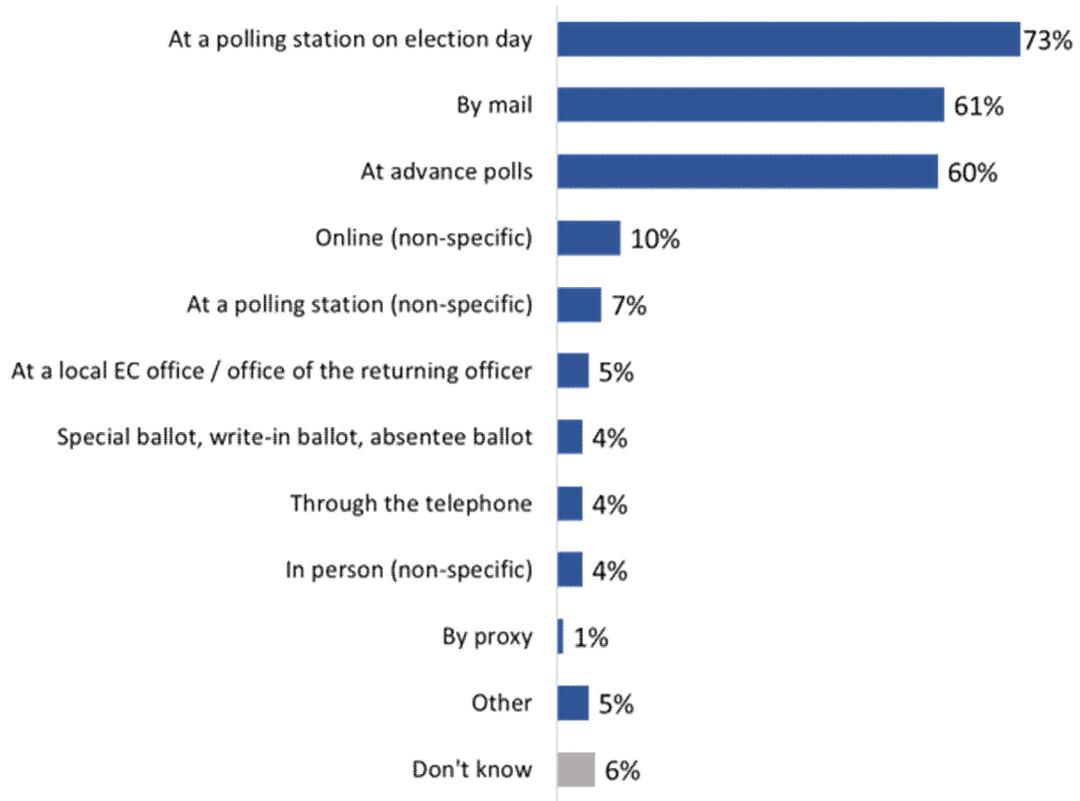
In order to vote in a Canadian federal election, do voters have to present ... Q9) A proof of IDENTITY? Q10) A proof of ADDRESS? Base: n=401; all respondents.

Electors who self-identified as a visible minority were more likely to know that proof of address is required to vote in a Canadian federal election (97%, compared to 89% of those who did not).

Most were aware of the main voting methods

Respondents were asked to identify the available voting methods in a federal election. Nearly three-quarters (73%) recognized in-person voting at a polling station on election day, while 61% were aware of voting by mail and 60% knew about advance polls. However, 10% mistakenly believed online voting was an option. (Note: Online, telephone, computer-based or electronic voting is not currently available in a federal election.) Other voting methods were mentioned by smaller proportions, as shown in Figure 4.

Figure 4: Knowledge of ways to vote



Q11. To the best of your knowledge, what are the current ways that electors can vote in a federal election? Base: n=401; all respondents.

Notable subgroup differences include the following:

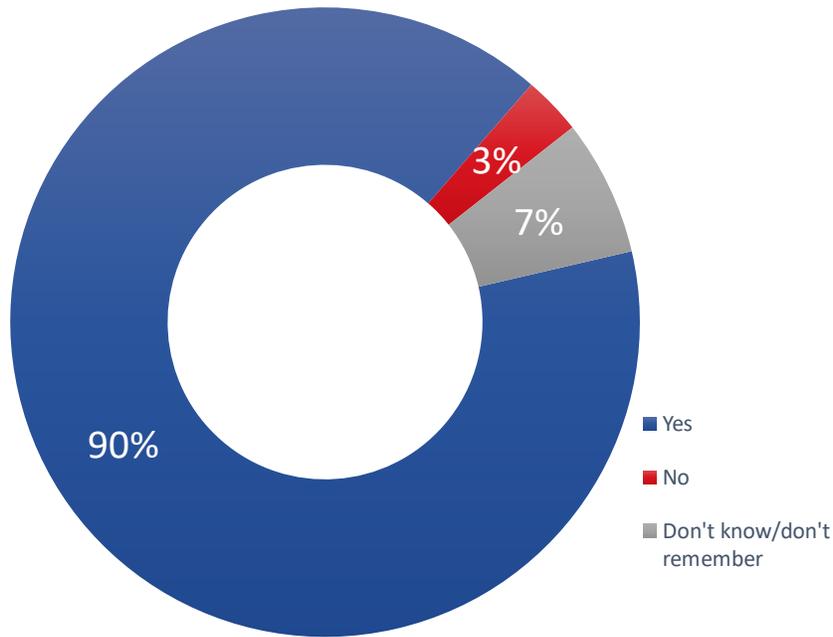
- Those aged 55+ were more likely than younger electors to recognize in-person voting at a polling station on election day (80%, compared to 63% of those aged 18–34) and at advance polls (74%, compared to 61% of those aged 35–44 and 44% of those aged 18–34).
- Electors who completed university were the most likely to know that it is possible to vote by mail (71%, compared to 53% of electors with high school or less and 54% of college graduates and those with some university or college²). Those with a high school education or less were the least likely to know about advance polls (44%, compared to 59% of university graduates and 73% of college graduates and those with some university or college).
- Those who self-identified as a visible minority were less likely to recognize in-person voting at a polling station on election day (57%, compared to 78% of those who did not) and voting at advance polls (46%, compared to 64% of those who did not).

² “College” includes those who attended college, vocational, trade or commercial schools, as well as CEGEP.

A vast majority of respondents knew that they could look up the location of their polling station on the EC website

Ninety percent of electors knew they could look up the location of their polling station on the Elections Canada website.

Figure 5: Awareness of polling station information on the Elections Canada website



Q12. During an election, is it possible to look up the location of your polling station on the Elections Canada website?
Base: n=401; all respondents.

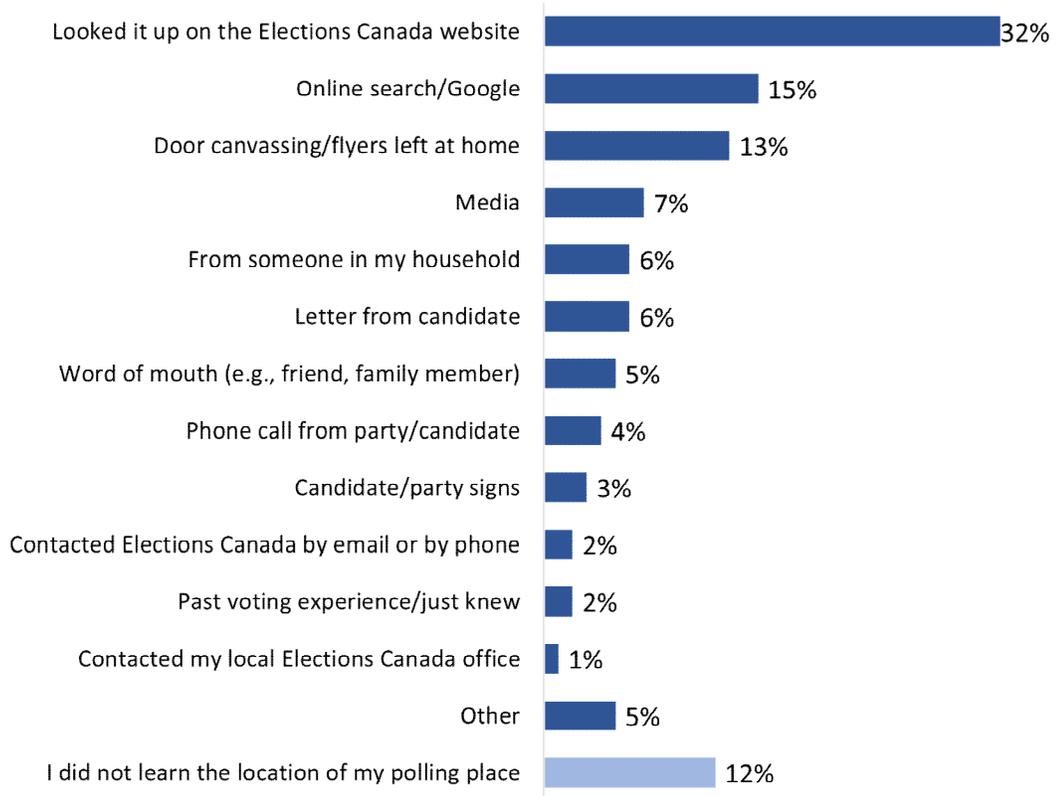
Electors aged 18 to 34 were more likely to know that it is possible to look up the location of their polling station on the EC website (94%, compared to 86% of those aged 55+).

The sources used by electors to learn the location of their polling station varied³

Approximately one-third (32%) of surveyed electors looked for the location of their polling station on the Elections Canada website. Smaller proportions learned the location from an online or Google search (15%) and door canvassing or flyers left at their home (13%). Twelve percent said they did not learn about the location of their polling station. Other sources of knowledge were mentioned by no more than 5% of respondents, as shown in Figure 6.

³ Elections Canada did not send out voter information cards (VIC) due the postal service disruption. The VIC contains information about where and when to vote.

Figure 6: Sources used to find out the location of their polling station



Q13. How, if at all, did you learn the location of your polling station for this election? Base: n=346, those who were aware of the election date. [Don't know: 2%]

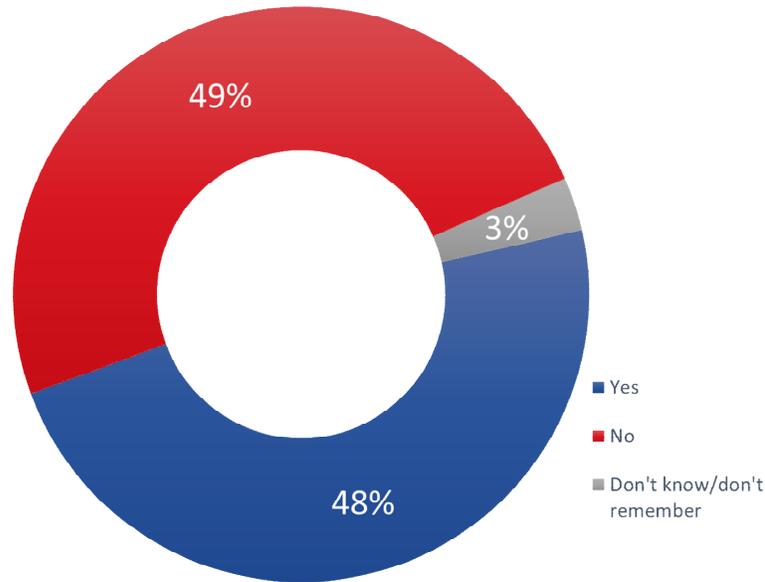
Those aged 35 to 54 were more likely to look up the location of their polling station on EC's website (42%, compared to 29% of those aged 55+ and 21% of those aged 18–34).

3. Voter information

Almost half of electors aware of the by-election recalled EC advertising

Forty-eight percent of electors aware of the by-election reported seeing or hearing advertising from Elections Canada about where, when and the ways to vote in the December 16, 2024, by-election.

Figure 7: Recall of EC advertising



Q15. Over the past few weeks or so, did you see or hear any advertising from Elections Canada about where, when, and ways to vote in the December 16, 2024 by-election? Base: n=346, those aware of the election date.

Radio or an audio platform is the source of recall mentioned by the majority of electors

Among those who saw or heard Elections Canada advertising or communications (n=167), more than half (55%) recalled hearing it on the radio or an audio platform like Spotify.

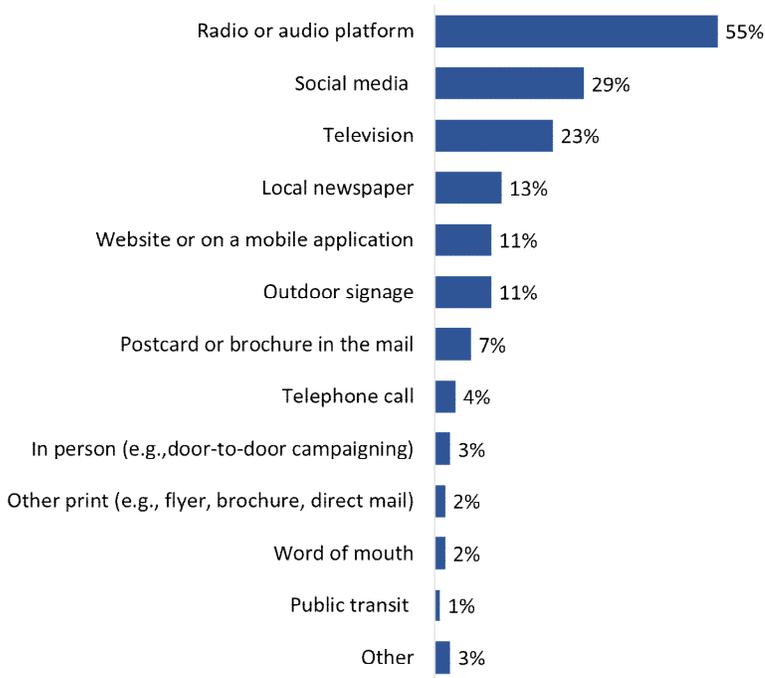
Three in 10 (29%) recalled advertising or communications from Elections Canada on social media platforms, such as Facebook, Instagram or YouTube, and nearly one-quarter (23%) reported that they saw or heard it on television.⁴

Approximately one in 10 mentioned seeing or hearing EC advertising or communications in a local newspaper (13%), when browsing websites or on a mobile application (11%), or on outdoor signage,⁵ such as billboards or posters (11%). The full list of sources is shown in Figure 8.

⁴ EC does not run ads on television or use telephone calls or in-person campaigning to advertise by-elections.

⁵ A portion of the responses in the “outdoor signage” and “other print” categories may represent advertising from non-EC sources, such as candidates.

Figure 8: Recall of EC by-election campaign advertising

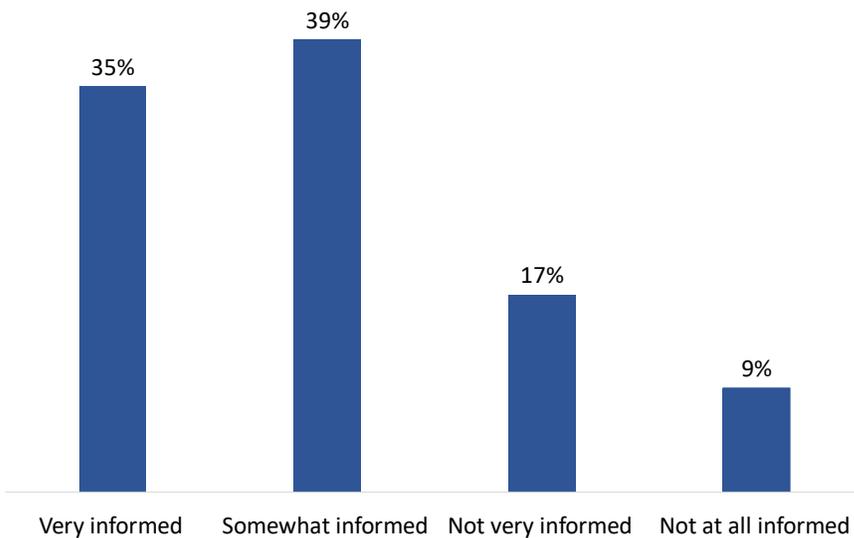


Q16. Where did you see or hear this advertising or communication? Base: n=167, those who have heard or seen EC advertisement. [Don't know: 1%]

A majority of electors aware of the by-election felt they were informed about when, where and the ways to vote

Almost three-quarters of electors (74%) who were aware of the by-election felt informed about when, where and the ways to vote, with 35% feeling very informed and 39% feeling somewhat informed. Meanwhile, approximately one-quarter (26%) reported feeling not very or not at all informed about voting in the by-election.

Figure 9: Informed of when, where and the ways to vote



Q14. Overall, how well informed do you feel you were about when, where and the ways to vote in the by-election? Base: n=346, those aware of the by-election date.

4. Voter registration

Three in 10 electors took action to confirm their voter registration

To confirm their voter registration for the federal by-election, 23% of electors aware of the election checked their registration, 4% registered to vote, and another 4% updated their registration information. However, the majority (67%) took no action to verify their registration status.

Figure 10: Actions taken to make sure elector was registered to vote



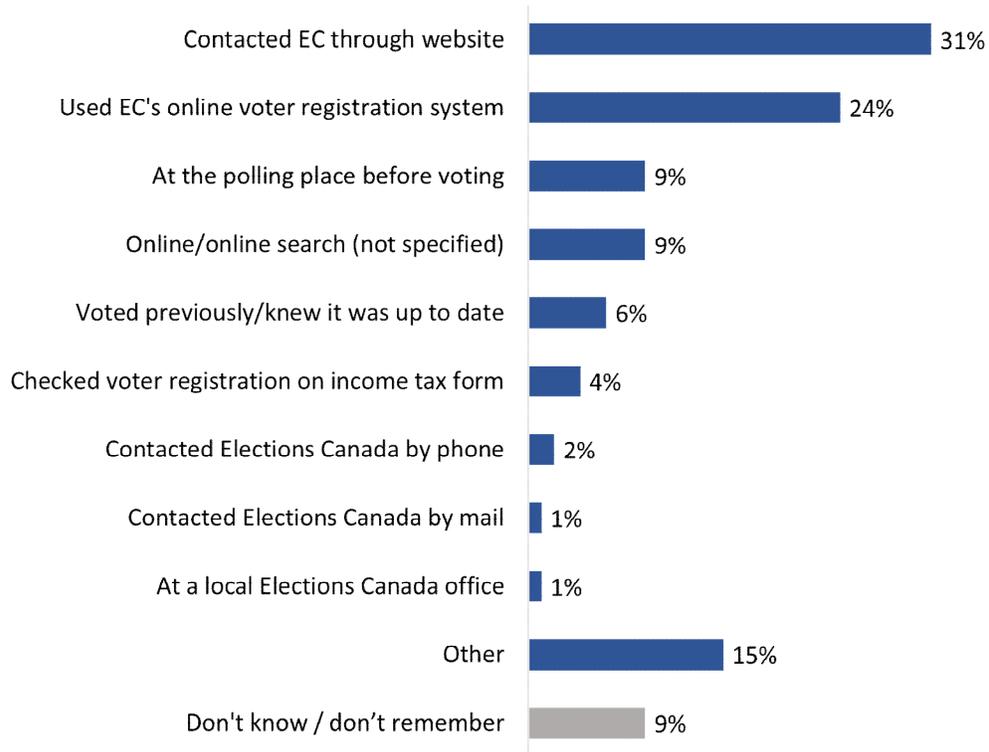
Q17. What, if anything, did you do to make sure you were registered to vote in this federal by-election? Did you...? Base: n=346; those aware of the by-election date. [Don't know: 3%]

Electors who self-identified as a visible minority were more likely to say they checked that they were already registered (38%, compared to 18% of those who did not).

Three in 10 contacted Elections Canada through the website

Among those who took steps to confirm their voter registration for the federal by-election (n=92), 31% contacted Elections Canada through its website and 24% used Elections Canada’s online voter registration system. The full list of actions taken is shown in Figure 11.

Figure 11: Specific actions taken to make sure elector was registered to vote



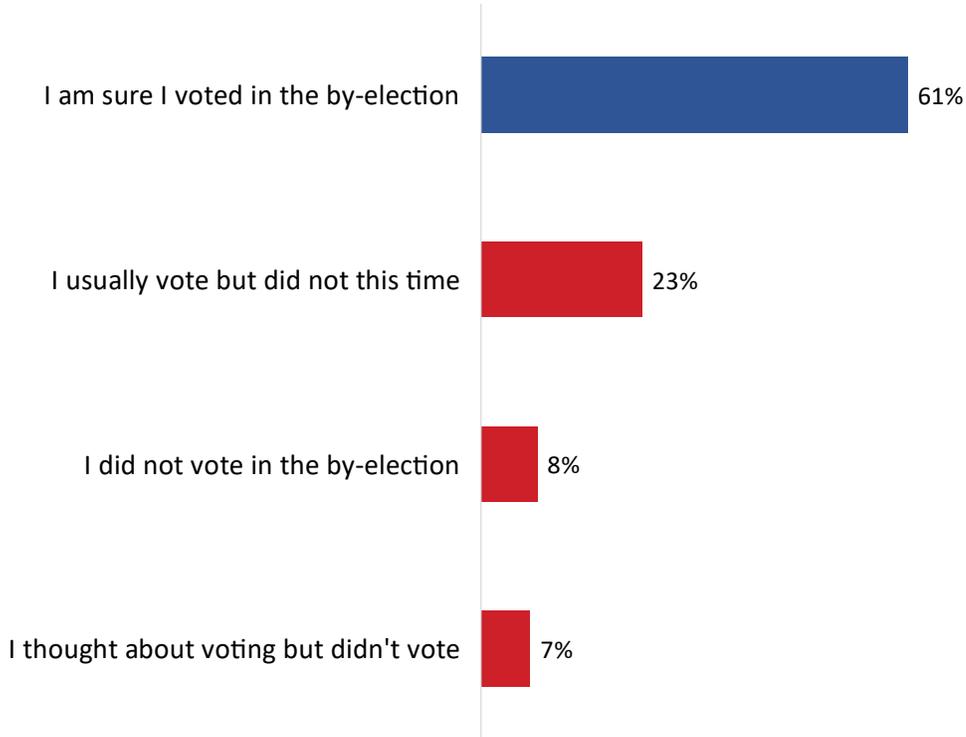
Q18. How did you make sure you were registered? Base: n=92; those who took action to confirm registration status. [Prefer not to say: 1%]

5. Voter participation

Six in 10 electors reported voting in the by-election

Sixty-one percent of respondents reported voting in the federal by-election held in their riding on December 16, 2024. Among those who did not vote, 23% said they usually vote but chose not to in this election, 8% stated they simply did not vote and 7% mentioned they considered voting but ultimately decided against it.

Figure 12: Voter participation



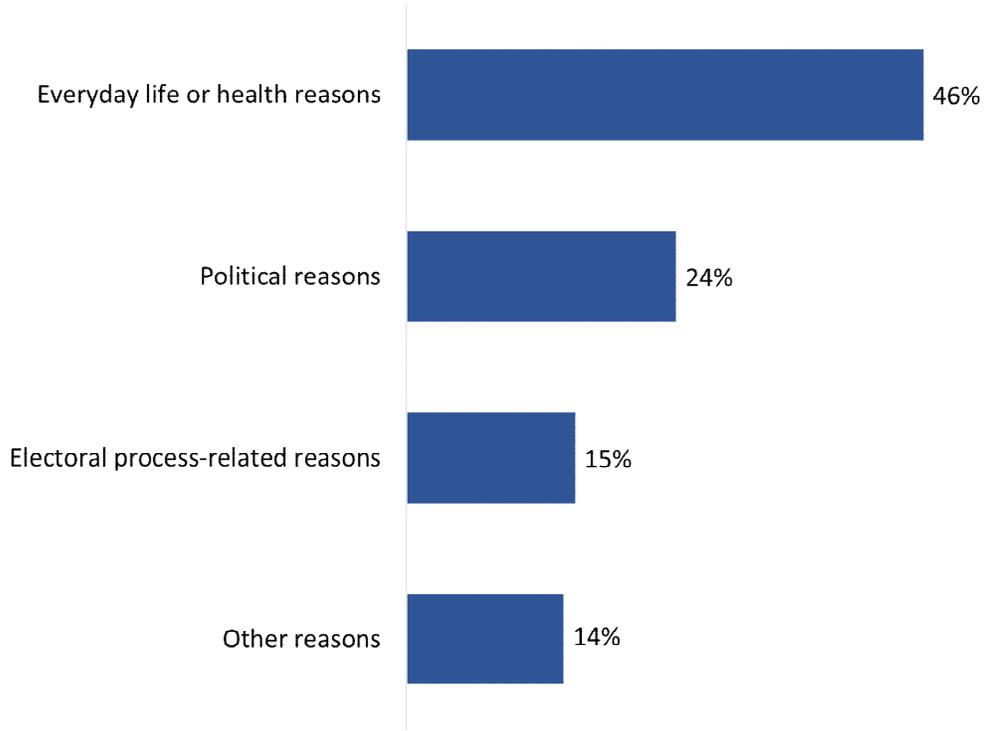
Q19. Many people don't or can't vote for a variety of reasons. Which of the following statement describes you? Base: n=346, those aware of the by-election date.

Eighteen- to 34-year-olds (53%, compared to 30% of 35- to 54-year-olds) and those who self-identified as a visible minority (54%, compared to 35% of those who did not) were more likely to report not voting in the federal by-election.

Everyday life or health reasons, followed by political reasons, are the main reasons for not voting

Among electors who reported not voting (n=127), the primary reason was everyday life or health-related issues (46%). In addition, 24% said they did not vote for political reasons, 15% for reasons related to the electoral process and 14% for other reasons, including that they simply forgot to vote.

Figure 13: Main reasons for not voting – Themes



Q20. What is the main reason you did not vote? Base: n=127, those who did not vote.

The table below provides a detailed breakdown of the reasons why surveyed electors did not vote during the December 16, 2024, federal by-election in their riding.

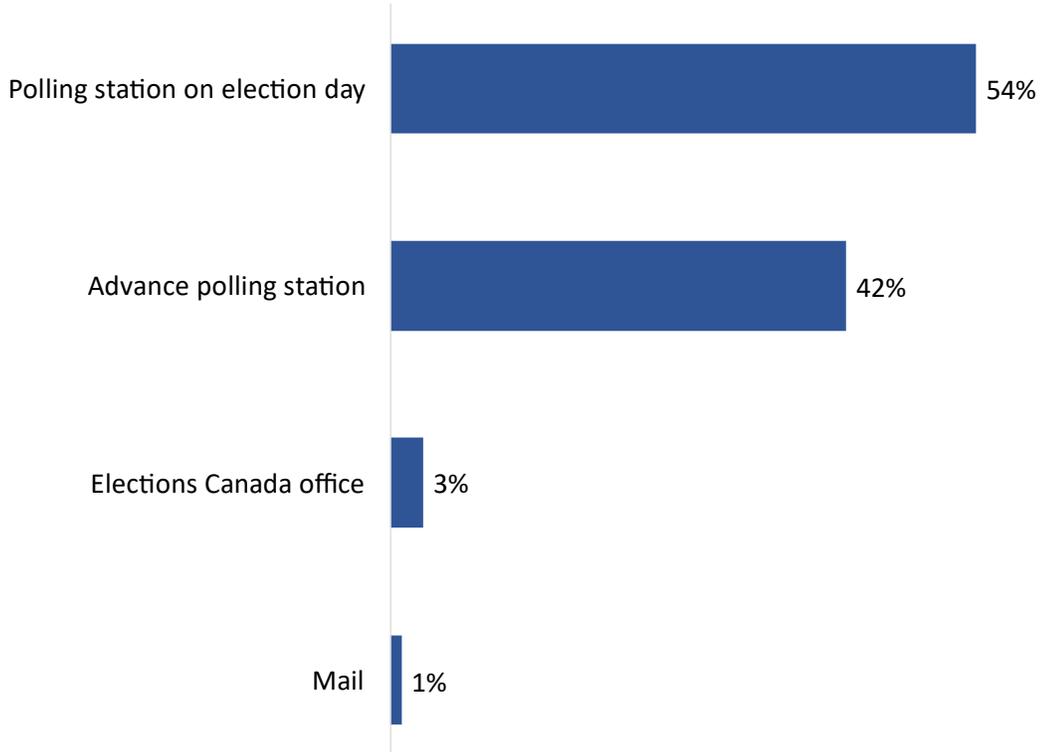
Figure 14: Main reasons for not voting – Itemized

Everyday life or health reasons	46%
Too busy	27%
Out of town/away from home	12%
Illness or disability	7%
Political reasons	24%
Did not like candidates / parties / campaign	11%
Lack of information about campaign issues and parties' positions	8%
Felt voting would not make a difference	3%
Do not trust politicians or politics	1%
Not interested in politics	1%
Electoral process-related reasons	15%
Lack of information about the voting process (such as when/where to vote)	9%
Did not know about the by-election	4%
Transportation problem / polling station too far	1%
Could not prove identity or address	1%
All other reasons	14%
Forgot to vote	5%
Other reason	9%

A majority voted at a polling station on election day or at an advance polling station

Among electors who voted (n=217), 54% reported voting at a polling station on election day, while 42% voted at an advance polling station. Only a small percentage voted at a local Elections Canada office (3%) or by mail (1%).

Figure 15: Methods used to vote



Q24. Which method did you use to vote? Was it... Base: n=217, those who voted.

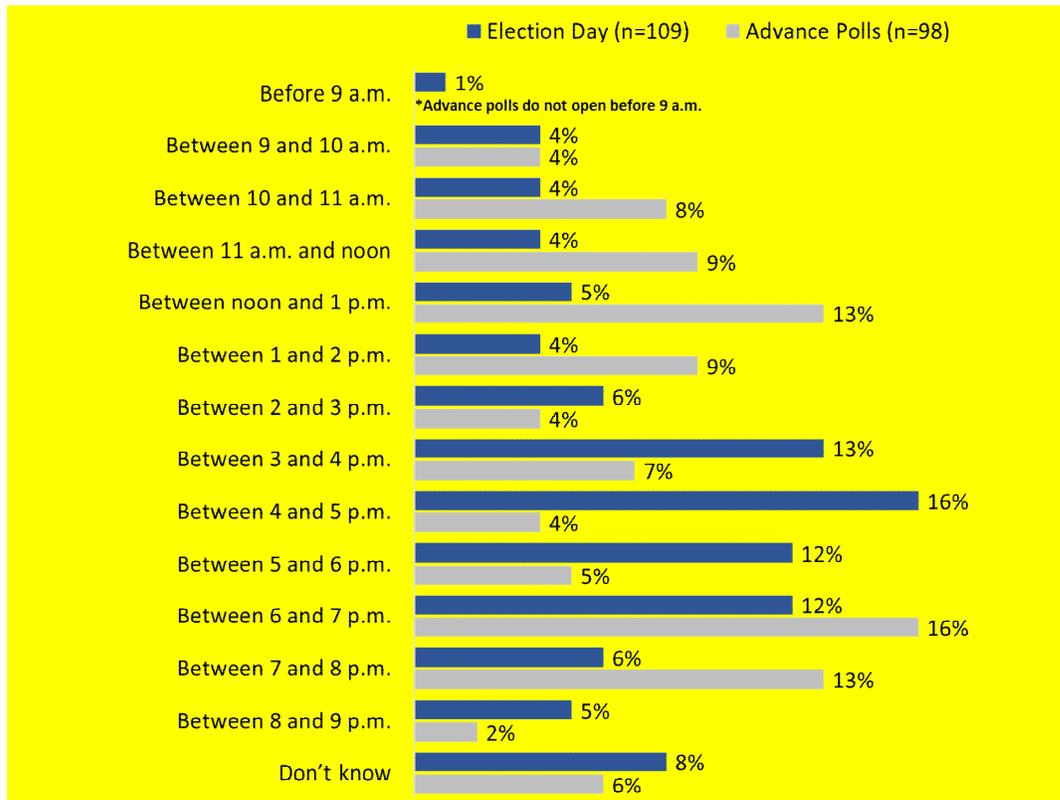
6. Experience at the polling place

Voting time of day varies by type of poll

Forty-six percent of in-person voters (n=214) voted between 4:00 p.m. and the close of polls. Twenty-nine percent voted in the afternoon (noon to 4:00 p.m.), while 17% voted in the morning (8:00 a.m. to noon).

Among those who voted on **election day** (n=109), approximately half (51%) voted in the evening, compared to 28% in the afternoon and 14% in the morning. For those who voted at an **advance polling station** (n=98), 40% voted in the evening, 32% in the afternoon and 22% in the morning.

Figure 16: Time of day voted



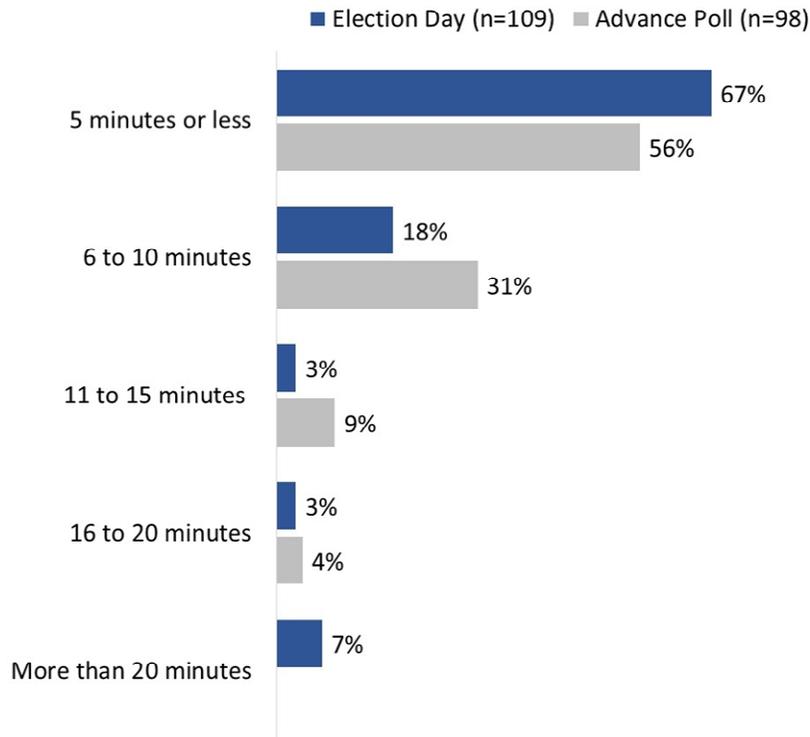
Q25. Do you remember approximately what time it was when you went to vote at the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on election day or at an advance poll.

Majority of electors said it took 10 minutes or less to travel to the polling place

Among in-person voters (n=214), 61% reported that travelling to their polling place took five minutes or less, while 24% noted that it took between six and 10 minutes. Thirteen percent said it took more than 10 minutes.

Figure 17 shows the travel times segmented by voting location. Roughly two-thirds (67%) of those who voted at a polling station on election day and just over half (56%) of those who voted at an advance poll said it took them five minutes or less to travel to their polling place.

Figure 17: Travel time to vote

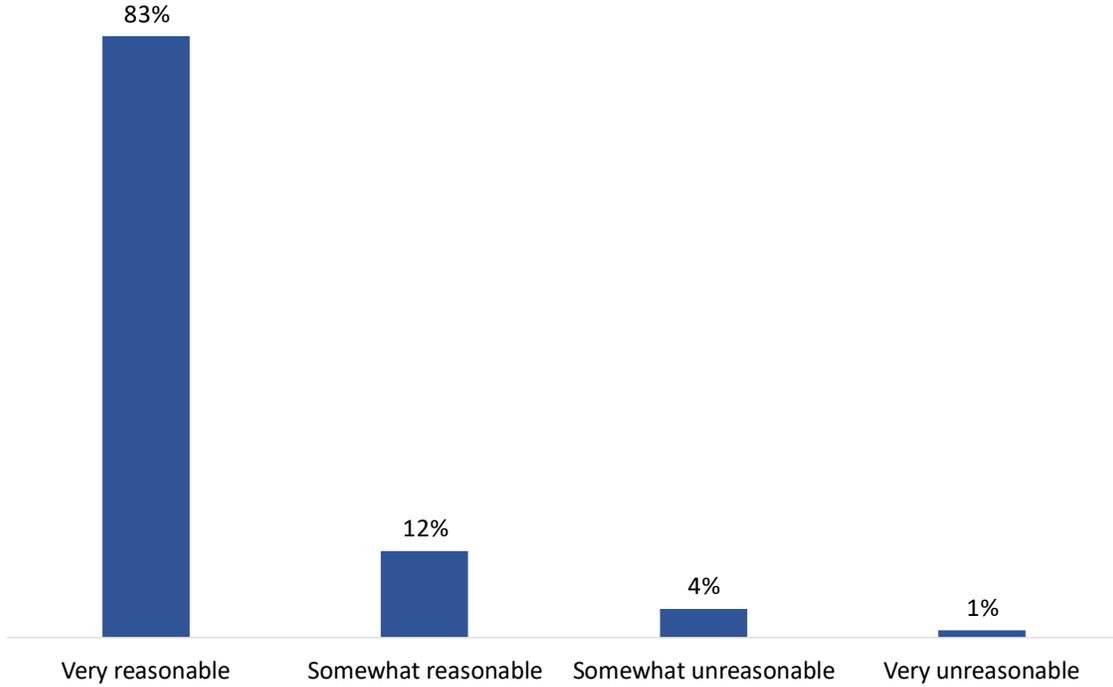


Q26. To the best of your knowledge, how long did it take you to travel to the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on election day or at an advance poll. [Don't know: 1%]

A large majority reported that the distance to the polling station was reasonable

Ninety-five percent of voters found the distance from their home to their polling station at least somewhat reasonable, with 83% considering it very reasonable and 12% somewhat reasonable. Only 5% described the distance as somewhat or very unreasonable.

Figure 18: Satisfaction with distance from home to the polling station

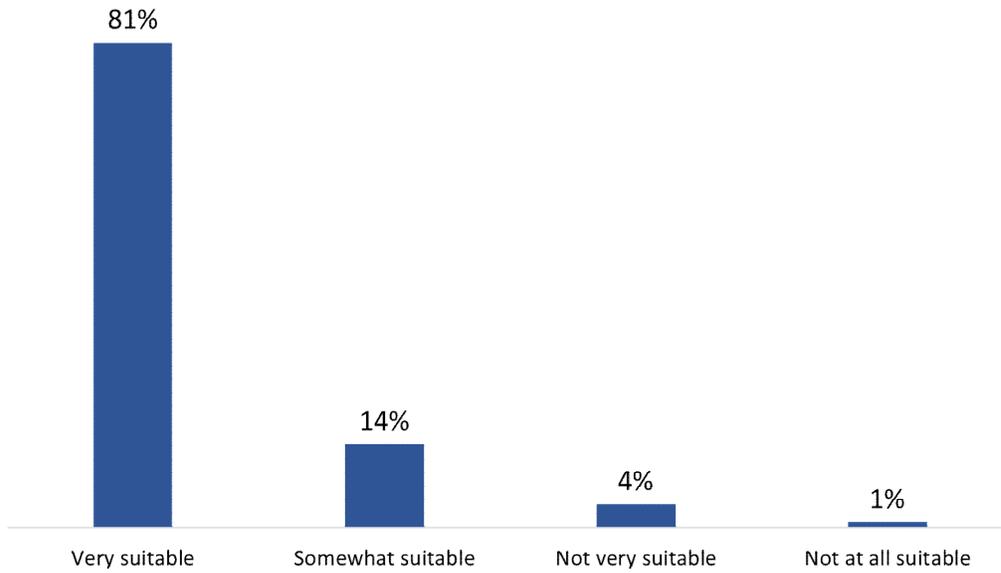


Q27. Was the [polling station/advance polling station/local Elections Canada office] a very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable distance from your home? Base: n=214; respondents who voted in person at the polling station. [Don't know: 1%]

A large majority considered the facilities to be suitable

Ninety-five percent of voters who voted at a polling station, advance polling station or local Elections Canada office found the facility at least somewhat suitable, with 81% describing it as very suitable and 14% as somewhat suitable. Only 5% felt the building where they voted was not very or not at all suitable.

Figure 19: Suitability of voting facilities



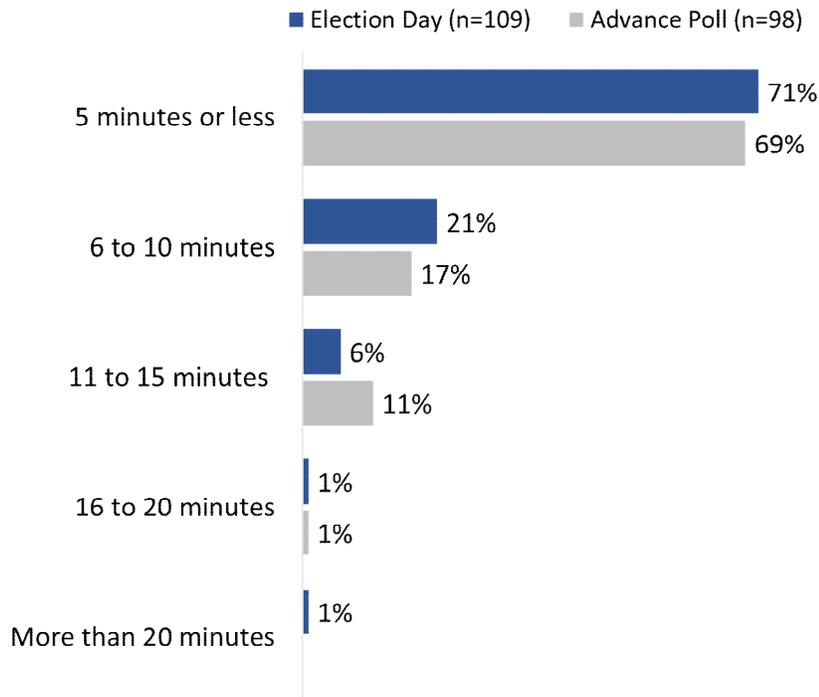
Q28. Would you say that the building where you voted was...? Base: n=214; respondents who voted in person at the polling station.

A majority took five minutes or less to vote

Sixty-nine percent of voters who cast their ballot at a polling station, advance polling station or local Elections Canada office reported that voting took five minutes or less. Twenty percent said it took between six and 10 minutes, while 10% indicated it took more than 10 minutes once they arrived at the facility.

Figure 20 shows voting time by type of poll.

Figure 20: Time it took to vote



Q29. 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 for the graph: respondents who voted in person on election day or at an advance poll. [Don't know: 1%]

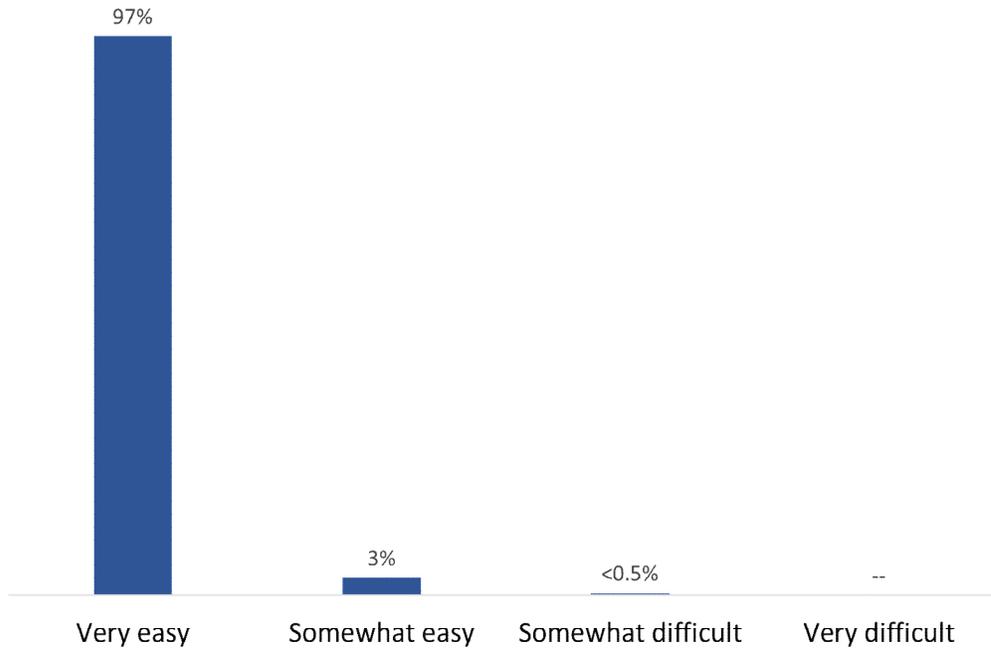
Nearly all (98%) voters said the amount of time it took to vote once they arrived at the voting facility was reasonable.

7. Voter identification

Virtually all voters said it was easy to meet the ID requirements

Virtually all surveyed voters considered it easy to meet the identification requirements, with 97% reporting it was very easy and 3% saying it was somewhat easy.

Figure 21: Ease of meeting ID requirements



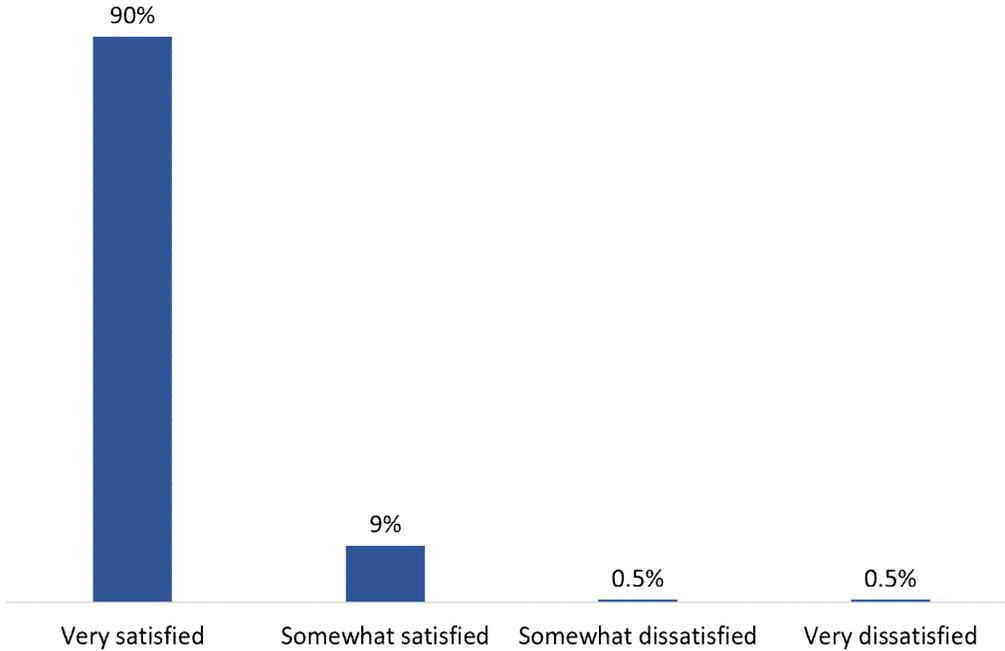
Q31. Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to meet the identification requirements when you voted? Base: n=216; respondents who voted and provided a valid response when asked about the method used to vote.

8. Satisfaction with voting experience

Nearly all voters were satisfied with the EC staff

Ninety-nine percent of voters reported being satisfied with the EC staff, with 90% reporting being very satisfied and 9% being at least somewhat satisfied.

Figure 22: Satisfaction with EC staff

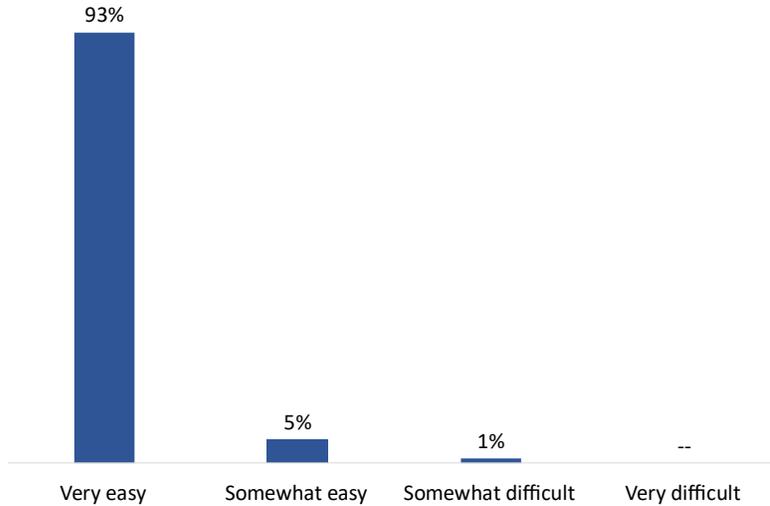


Q32. Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the services provided by Elections Canada staff when you voted? Base: n=215; respondents who voted at a polling station, advance polling station, local Elections Canada office, or at home.

98% of voters found it easy to vote

Ninety-eight percent of voters reported that voting was easy, with 93% saying it was very easy and 5% at least somewhat easy.

Figure 23: Ease of voting

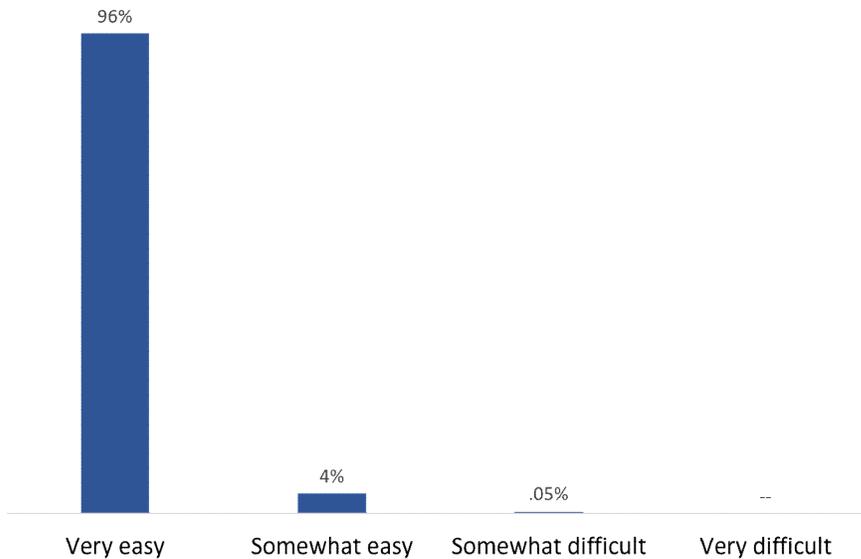


Q36. Overall, how easy was it to vote? Base: n=216; respondents who voted and provided a valid response when asked about the method used to vote.

Virtually all voters found the paper ballot easy to complete

Virtually all surveyed voters said it was easy to complete their paper ballot, including 96% who said it was very easy and 4% who said it was somewhat easy.

Figure 24: Ease or difficulty completing the paper ballot

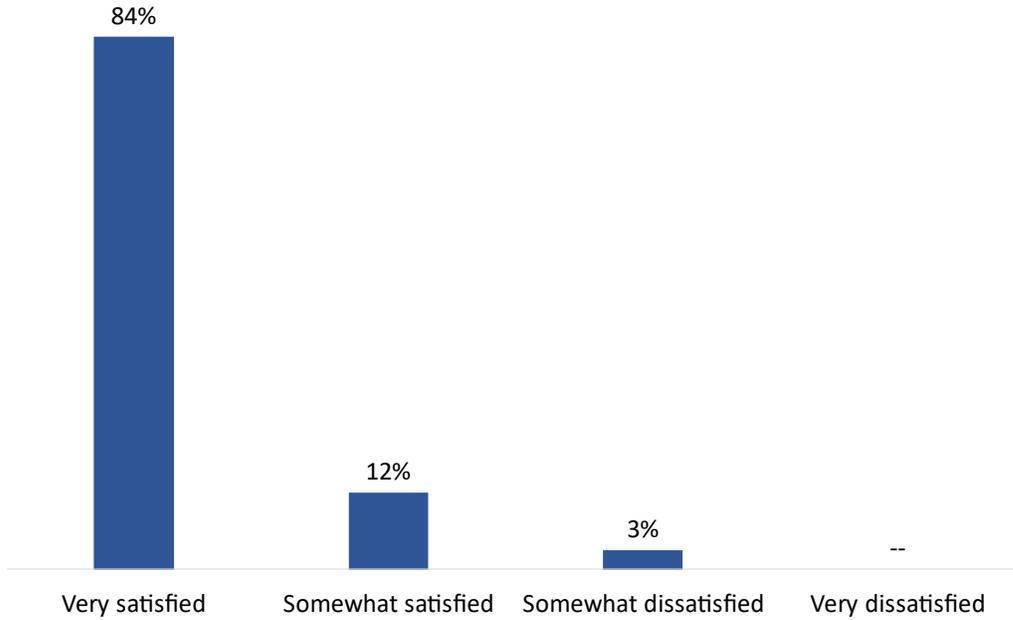


Q34. Thinking about the paper ballot you used to vote in the by-election, was it very easy, somewhat easy, somewhat difficult or very difficult to complete your ballot? Base: n=216; respondents who voted and provided a valid response when asked about the method used to vote.

Vast majority of voters were satisfied with their voting experience

Ninety-seven percent of respondents who voted in the by-election were at least somewhat satisfied with their overall voting experience, including 84% who were very satisfied and 12% who were somewhat satisfied. Only 3% reported being somewhat dissatisfied.

Figure 25: Satisfaction with voting experience



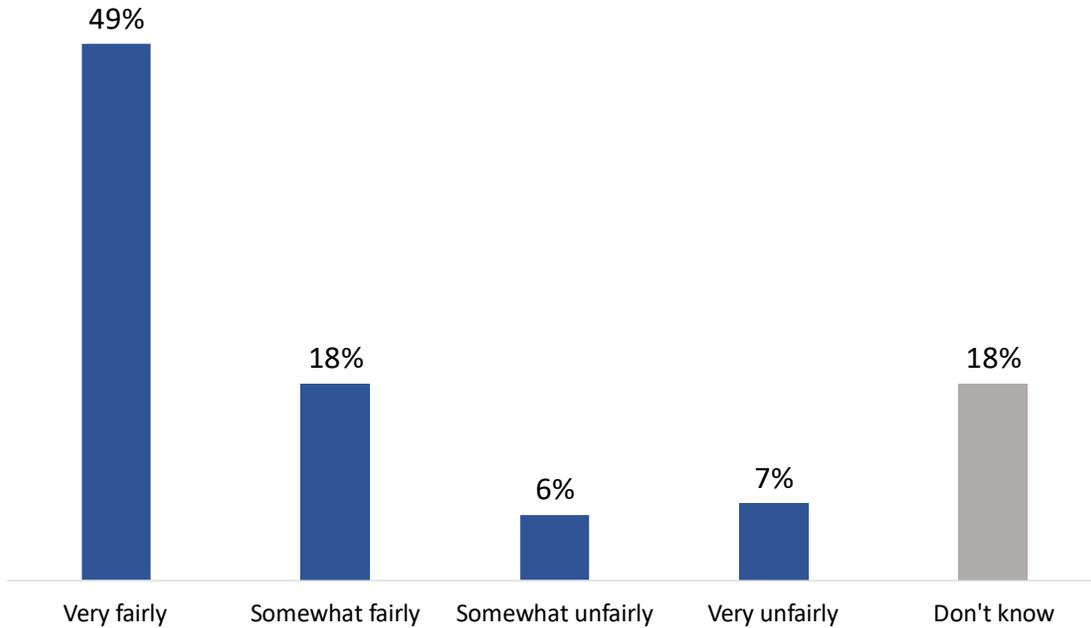
Q37. Overall, how satisfied were you with your voting experience? Would you say that you were...? Base: n=216; respondents who voted and provided a valid response when asked about the method used to vote.

9. Fairness, trust and confidence in Elections Canada

A majority of voters felt that Elections Canada ran the by-election fairly

Sixty-seven percent of voters felt that Elections Canada ran the by-election fairly, with 49% saying it was run very fairly and 18% saying somewhat fairly. Meanwhile, 12% believed the election was run somewhat or very unfairly and 18% were unsure.

Figure 26: Perceptions of Elections Canada’s fairness in running the by-election



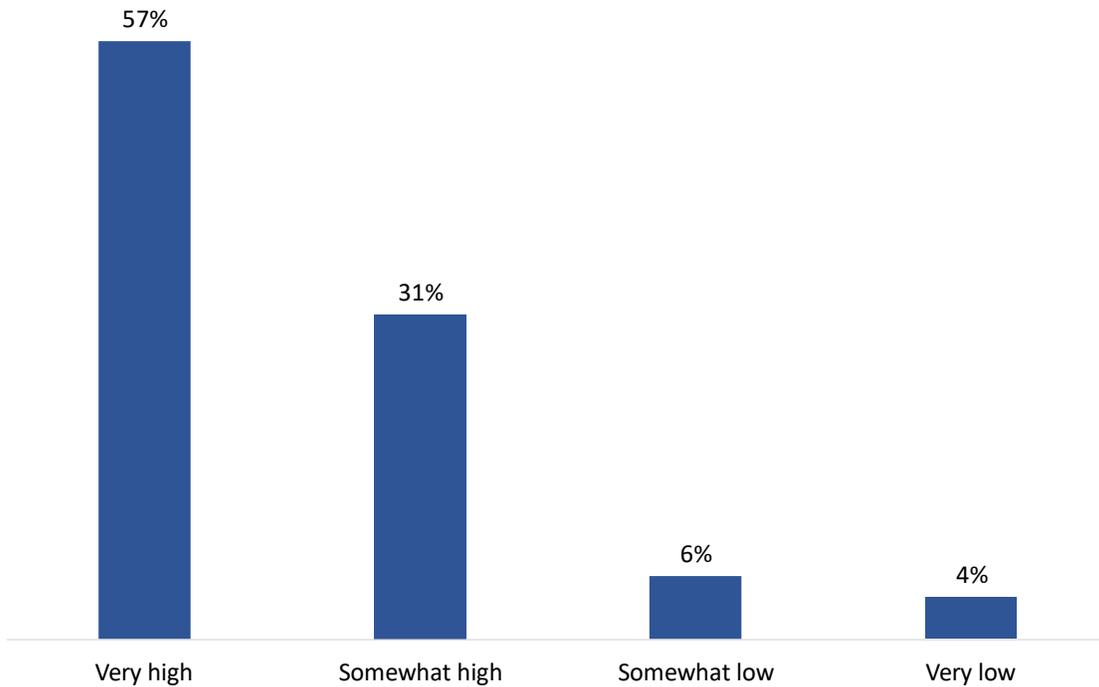
Q38. Thinking about the December 16 federal by-election, would you say that Elections Canada ran the election...? Base: n=401; all respondents. [Prefer not to answer: 3%]

Those who felt that Elections Canada ran the election somewhat or very unfairly (n=45) were asked to explain their reasoning. The most common concerns included a perceived lack of information about the by-election, not knowing about the by-election at all and concerns about the electoral process, including not receiving their VIC.

Most trust the accuracy of by-election results

Most electors (88%) reported trusting the accuracy of the election results in their riding, with 57% expressing a very high level of trust and 31% a somewhat high level of trust. Meanwhile, 10% reported having a low level of trust in the results.

Figure 27: Trust in accuracy of results



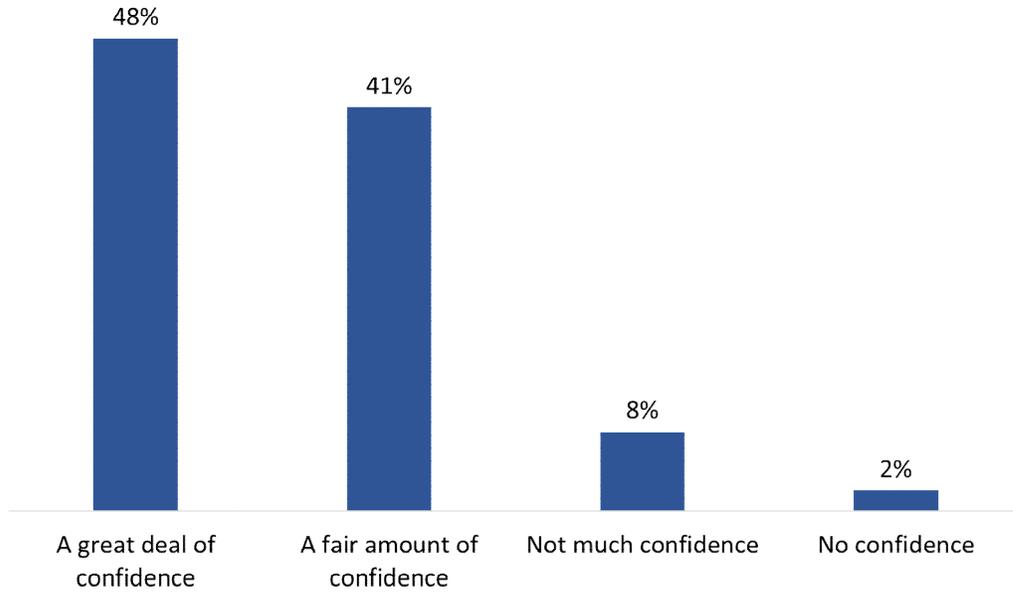
Q40. What level of trust do you have in the accuracy of the election results in your riding? Is it...? Base: n=401; all respondents. [Don't know: 2%]

Electors who reported low trust in the accuracy of the election results (n=36) were asked to explain their reasons. The most common responses included distrust or concerns about the electoral process, followed by a lack of information about the election and general distrust of government or politicians.

Most surveyed electors have confidence in Elections Canada

Overall, 89% of electors reported having at least some confidence in Elections Canada, with 48% expressing a great deal of confidence and 41% having a fair amount of confidence. One in 10 (9%) said they have little or no confidence in the agency.

Figure 28: Confidence in Elections Canada



Q42. Overall, how much confidence do you have in Elections Canada? Base: n=401; all respondents. [Don't know: 2%]

Profile of Survey Respondents

Age	Weighted		Unweighted	
	n	%	n	%
18 to 34 years	115	29%	57	14%
35 to 54 years	163	41%	159	40%
55 years of age and older	123	31%	185	46%

Gender	Weighted		Unweighted	
	n	%	n	%
Man	191	48%	210	52%
Woman	205	51%	186	46%

*Another gender: n=2; Prefer not to say: n=3 (unweighted)

Employment	Weighted		Unweighted	
	n	%	n	%
Employed	259	65%	222	56%
Unemployed and looking for work	16	4%	15	4%
Student	6	2%	2	1%
Retired	79	20%	130	33%
Homemaker	12	3%	11	3%
Other	26	7%	20	5%

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

Education	Weighted		Unweighted	
	n	%	n	%
High school or less	91	23%	99	25%
Some post-secondary/college/university	141	36%	144	36%
Completed university	166	42%	154	39%

*Don't know: n=1; Prefer not to say: n=3 (unweighted)

Household Income	Weighted		Unweighted	
	n	%	n	%
Under \$20,000	9	2%	11	3%
\$20,000 to just under \$40,000	35	9%	34	9%
\$40,000 to just under \$60,000	33	8%	40	10%
\$60,000 to just under \$80,000	22	6%	29	7%
\$80,000 to just under \$100,000	49	12%	46	12%
\$100,000 to just under \$150,000	87	22%	75	19%
\$150,000 and above	110	27%	100	25%

*Don't know: n=21, Prefer not to say: n=45 (unweighted)

Disability [Self-identification]	Weighted		Unweighted	
	n	%	n	%
Identify as having a disability	59	15%	64	16%
Do not identify as having a disability	338	84%	332	83%

*Don't know: n=2, Prefer not to say: n=3 (unweighted)

First Nations, Métis or Inuk (Inuit)	Weighted		Unweighted	
	n	%	n	%
Non-Indigenous	373	93%	378	94%
Indigenous	21	5%	17	4%

*Prefer not to say: n=6 (unweighted)

Born in Canada	Weighted		Unweighted	
	n	%	n	%
Base: those who are not Indigenous.				
Born in Canada	291	78%	289	77%
Born outside Canada	81	22%	88	23%

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

Visible Minority	Weighted		Unweighted	
	n	%	n	%
Visible minority	88	23%	72	18%
Not a visible minority	301	77%	315	79%

*Don't know: n=2; Prefer not to say: n=41 (unweighted)

Voted in the 2021 Federal Election	Weighted		Unweighted	
	n	%	n	%
Base: those 18+ at the time of the last federal election.				
Voted	341	90%	356	91%
Non-voter but eligible	31	8%	28	7%
Not eligible to vote in 2021	5	1%	4	1%

*Don't know: n=4, Prefer not to say: n=1 (unweighted)

Appendix

Annex 1: Methodological Details

Sampling

An overlapping dual-frame (landline and cell) sample was used to minimize coverage error: 56% of the sample was landline and 44% was wireless. The following table provides a breakdown of the number of completed surveys by sample source:

Sample Source	Sample Type	Cloverdale – Langley City (n)
ASDE	Landline RDD	225
Advanis	Wireless GPRS	176

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 2021 census data and stratified by age.

Respondents were randomly selected using the landline and wireless samples. For landlines, interviewers asked to speak to the youngest person in the household who is a Canadian citizen and who was at least 18 years old at the time of the election. If that was not the initial individual answering the telephone but another 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. 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 at least 18 years of age on polling day and have had an address of ordinary residence in the Cloverdale – Langley City electoral district from the first day of the revision period until election day.

Based on a sample of this size (n=401), the overall results would have a maximum margin of error of ±4.9%, 19 times out of 20.

Pre-test

To pre-test the questionnaire, respondents were first administered the survey and then asked about its clarity. A brief debriefing session followed, providing respondents with an opportunity to offer feedback on the questionnaire. This pre-test was conducted by telephone on December 17, 2024, following the December 16, 2024, by-election.

Respondents had the option to participate in the official language of their choice; all interviews were conducted in English. The pre-test interviews were digitally recorded and reviewed by Phoenix SPI team members and Elections Canada officials. In total, 20 electors agreed to participate in the pre-test; all respondents participated in English. Following a review of these recordings, no substantive changes were made to the questionnaire, and the fieldwork continued on December 18, 2024.

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 and those who could not be reached by wireless telephone after three call attempts were given the option to complete the survey online.⁶ Sixty-three (n=63) electors completed the survey online: three respondents who declined to complete the survey by telephone and 60 respondents who received an SMS invitation.⁷ The remaining 338 electors completed the survey over the telephone.

The following specifications applied:

- The survey was programmed in both French and English.
- A total of 401 interviews were completed in English.
- Interviews averaged 11.9 minutes when conducted over the telephone. Completing the survey online averaged 6.8 minutes.
- Survey respondents were informed that their participation would be 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 fieldwork took place from December 17, 2024, to January 9, 2025.

Response Rate

The table below presents information about the final call dispositions for this survey and the response rate: first, the individual landline and wireless samples, then the overall results.

Call Disposition	Landline	Wireless	Overall
Out-of-scope – Invalid (I)			
Not in service, fax/modem, business	7,873	94	7,967
Unresolved (U)			
Busy, voicemail, no answer	5,010	156	5,166
In-scope – Non-responding (IS)			
Language problem, illness	78	4	82
Selected respondent not available	2	2	4
Household refusal	655	21	676
Respondent refusal	885	808	1,693
Qualified respondent break-off/partial complete	4	0	4
In-scope – Responding units (R)			

⁶ For panellists from the wireless telephone sample who had previously provided consent to be contacted via SMS text message, an SMS invitation was sent after leaving a voicemail on the third call attempt.

⁷ Those recontacted by SMS invitation who completed the survey online were more likely to be under 35 years of age and to report having voted in the by-election.

Does not qualify – Age	3	1	4
Does not qualify – Citizenship	0	3	3
Terminate – Does not live in Cloverdale – Langley City	58	235	293
Terminate – Age stratum filled	42	4	46
Completed the survey	226	175	401
Total numbers dialled	14,836	1,503	16,339
Response Rate⁸ = R / (U + IS + R)	4.7%	29.7%	8.9%

Survey Weighting

The survey data were weighted via calibration to accurately reflect the separate age and gender distributions of eligible electors in the Cloverdale – Langley City riding. Specifically, the nested census population of males and females residing in the Cloverdale – Langley City federal electoral district who were 18 to 24, 25 to 34, 35 to 44, 45 to 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. 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 data.

The table below shows the weighted and unweighted proportions for the variables used to create the weights:

	Cloverdale – Langley City	
	Unweighted	Weighted
Total (n)	401	401
Gender		
Male	52%	48%
Female	46%	51%
Preferred not to answer	1%	1%
Age		
18 to 24	4%	10%
25 to 34	10%	18%
35 to 44	17%	21%
45 to 64	37%	32%
65 or older	32%	18%

A non-response analysis was conducted to assess the potential for non-response bias. Survey non-response can bias results when there are systematic differences between survey respondents and non-respondents. As displayed in the tables above, the survey sample differs from the population in terms of age (as is often the case with telephone surveys of the general population). Canadians aged 45 and older were overrepresented in the survey sample, and Canadians under 35 years of age were underrepresented. Weights were applied to adjust for the discrepancy between the survey sample and the population.

⁸ 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].

Annex 2: Survey Questionnaire

By-election Survey of Electors Questionnaire – December 16, 2024 by-election in Cloverdale-Langley City

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 12 minutes to complete.

[IF ASKED ABOUT TOPIC OF SURVEY]: This survey is about the federal by-election that took place on December 16, 2024, not the federal general election, provincial election, or any other previous election.

[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 1-877-680-7070.

[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 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.

Screening/Quotas

ByResident

Between November 11, 2024, and December 16, 2024 did you live in the federal riding of Cloverdale-Langley City?

IF NO: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding and were eligible to vote in the December 16, 2024, 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 (November 11, 2024, through December 16, 2024), and were eligible to vote in the December 16, 2024, 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/finded>).

- 01. Yes
- 02. No [TERMINATE AND USE 'NO' TERMINATION ABOVE]
- 03. [PHONE ONLY] Recently moved [TERMINATE AND USE 'LIVED IN RIDING FOR ONLY PART OF PERIOD' TERMINATION ABOVE]

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 December 16, 2024. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on December 16, 2024? IF YES ASK TO SPEAK TO THAT PERSON.

- 01. Yes
- 02. No [Terminate AND USE 'NO' TERMINATION]
- 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. 2024]

- 99. Prefer not to say

[Compute Age=2024-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]

99. 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 December 16, 2024?

[If Landline] IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on December 16, 2024. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on December 16, 2024? IF YES ASK TO SPEAK TO THAT PERSON.

[DO NOT READ]

01. Yes

02. No [*Terminate AND USE 'NO' TERMINATION*]

Electoral Awareness and Knowledge

[*Ask all*]

AwareBy

Did you know that a federal by-election took place on December 16, 2024, in your riding?

[DO NOT READ]

01. Yes

02. No

98. Don't know

99. Prefer not to say

KnowPreamble

Now, I would like to ask you a few questions about voting in a federal by-election. Please answer to the best of your knowledge.

[Randomize order of next 2 questions]

KnowReg_Eday

If an elector is not registered on election day and wants to vote, can they register at the polling place and then vote immediately after?

[If asked about registration: "Registration means that your name is on the list of electors."]

[DO NOT READ]

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

KnowReg_Online

Is it possible for Canadian electors to check, update or complete their voter registration on Elections Canada's website?

[If asked about registration: "Registration means that your name is on the list of electors."]

[DO NOT READ]

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

[Rotate KnowID_Identity and KnowID_Address]

KnowID

In order to vote in a Canadian federal election, do voters have to present ...

KnowID_Identity

A proof of IDENTITY?

[DO NOT READ]

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

KnowID_Address

A proof of ADDRESS?

[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 WHICH WOULD GIVE AWAY THE LIST. AFTER EACH ANSWER, PROBE “Anything else?”

01. In person at a polling station on election day (December 16, 2024)
02. At advance polls, in person (on December 6, 7, 8, 9, 2024)
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).

VISknowledge

During an election, is it possible to look up the location of your polling station on the Elections Canada website?

Yes

No

Don't know/don't remember

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

Aided recall of EC communications

InfoPreamble

Due to a service disruption at Canada Post, registered electors in Cloverdale-Langley City did not receive a voter information card.

PollLocationInfo

How, if at all, did you learn the location of your polling station for this election? (Randomize options, allow multiple responses, do not read list on phone)

01. Looked it up on the Elections Canada website
02. Contacted my local Elections Canada office
03. Contacted Elections Canada by email or by phone
04. From someone in my household
96. Other (please specify): [TEXT]
97. I did not learn the location of my polling station
98. Don't know/don't remember

FeelInformed_Voting

Overall, how well informed do you feel you were about when, where and the ways 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

Over the past few weeks or so, did you see or hear any advertising from Elections Canada about where, when, and ways to vote in the December 16th, 2024 by-election?

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

AdRecallB

Where did you see or hear this advertising or communication?

[DO NOT READ; SELECT ALL THAT APPLY.]

01. On social media such as Facebook, Instagram or YouTube
 02. When browsing websites or on a mobile application
 03. On the radio or an audio platform (such as Spotify)
 04. In a local newspaper
 05. Television
 06. Postcard or brochure in the mail
 07. Public transit (bus or subway)
 96. Other, please specify: [TEXT]
 98. Don't know
- [READ]
99. Anywhere else?

Registration

17. RegCheck

What, if anything, did you do to make sure you were registered to vote in this federal by-election? Did you...?

[Read list; accept one response]

[If respondent gives multiple answers: code 01 ahead of 02 or 03, code 02 ahead of 03]

Register to vote recently

Update your registration information

Check that you were already registered

[DO NOT READ]

Did none of the above

98. Don't know

99. Prefer not to say

18. RegMethod

How did you make sure you were registered?

[Show if RegCheck=01-03]

[Do not read. Code up to 3 responses.]

[If respondent says they went online/checked website, probe to clarify if this is code 03 or 04.]

01. Contacted Elections Canada by phone

02. Contacted Elections Canada by mail

03. Contacted Elections Canada through website

04. Used Elections Canada's online voter registration system on its website

05. At the polling place before voting

06. At a local Elections Canada office

07. An Elections Canada representative visited me

08. I checked the voter registration boxes on my income tax forms

96. Other, please specify: [TEXT]

98. Don't know / don't remember

99. Prefer not to say

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
- 09. Do not trust politicians or politics

Electoral process-related reasons

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

All other reasons

- 20. Forgot to vote
- 21. 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

OutofTown_Reason

Show if ReasonDidNotVote IS 02 (Out of town / away from home)

Were you away from home for work or personal reasons?

[DO NOT READ]

- 01. Work
- 02. Personal reasons
- 96. Other, please specify: [TEXT]
- 98. Don't know
- 99. Prefer not to say

IF RESPONDENT ASKS WHY

Elections Canada is working to improve its services for electors who are away from home on voting days.

OutofTown_Planned

Show if ReasonDidNotVote IS 02 (out of town / away from home)

Would you say that your travel was planned or unplanned?

[DO NOT READ]

- 01. Planned
 - 02. Unplanned
- Don't know
Prefer not to say

IF RESPONDENT ASKS WHAT IS MEANT BY UNPLANNED

This means that the trip was not planned in advance—for example, you knew that you were leaving less than a week before you left.

IF RESPONDENT ASKS WHY WE WANT TO KNOW

Elections Canada is working to improve its services for electors who are out of town on voting days.

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 December 16, 2024?
02. At the advance polling station (on December 6, 7, 8 or 9, 2024)?
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 HOME.

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] 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. [Hide always] 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

Voter Identification

lDease

[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

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

Trust and Confidence in EC

[Ask all]

ByFairness

Thinking about the December 16 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]

No particular reason
Don't know
Refusal
Confidence_EC

Overall, how much confidence do you have in Elections Canada? Do you have a great deal of confidence, a fair amount, not much, or no confidence?

DO NOT READ

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

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. Woman
- 02. Man
- 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 Inuit (Inuk))

Were you born in Canada?

[Do not read]

- Yes
- No
- Don't know
- Refusal

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<=2024) 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]
- 98. 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

HHincome

What was the total annual income of all members of your household combined, before taxes, in 2023?

[Read list; stop when respondents provide an answer]

- 01. Under \$20,000
- 02. \$20,000 to just under \$40,000
- 03. \$40,000 to just under \$60,000
- 04. \$60,000 to just under \$80,000
- 05. \$80,000 to just under \$100,000
- 06. \$100,000 to just under \$150,000
- 07. \$150,000 and above

[Do not read]

- 98. Don't know
- 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.